

# LIFE

'THE MOST WASTED HOUR IN THE WEEK'  
WHAT'S WRONG WITH OUR SUNDAY SCHOOLS  
AND WHAT CHURCHES CAN DO ABOUT IT  
U.S. TOURIST RUSH TO THE CARIBBEAN

MIDWINTER SWIMMER  
AT JAMAICAN RESORT



20 CENTS

FEBRUARY 11, 1957



Naturally American . . . Naturally Arrow



Shirts, \$4.00 up; All-silk Ties, \$2.50

Give your beau an Arrow. Here are the best designs you could have on a man this Valentine's Day. Whether you choose a stripe, a check or a snowy white Arrow, he'll *know* you care. Our stylists have used a touch of Valentine red to make the patterns perfect for any man's taste. Add the smart *Glen* collar, the new *Link Cuff* (no-fold French type), a harmonizing Arrow tie, and you've got the man at your feet.

**ARROW**  first in fashion

Cluett, Peabody & Co., Inc.





If you've been taking aspirin for colds...remember—

## BUFFERIN<sup>®</sup>

✓ **acts twice as fast as aspirin**  
to relieve cold miseries and headaches!

✓ **won't upset your stomach**  
as aspirin often does!

**Medical research** shows that most cold sufferers stop taking pain relievers before getting completely rid of a cold.

Why? Many people find that ordinary pain relievers, taken over prolonged periods of time, cause upset stomach.

That's why you need Bufferin. It acts twice as fast as aspirin, yet is so gentle and safe you can take it over prolonged periods without fear of upset stomach.

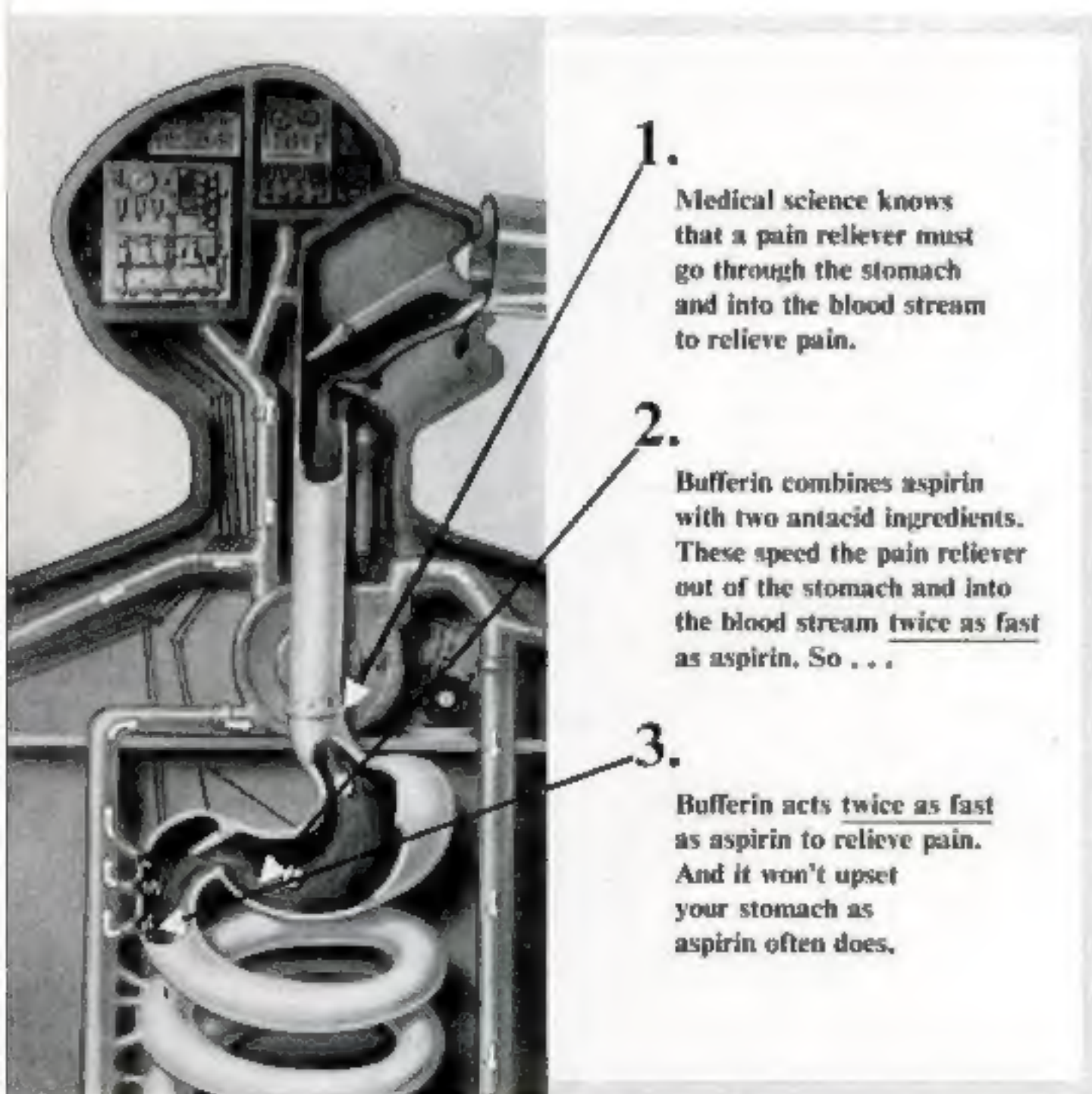
It means this—from the first sniffle of a cold, right through until the last cough, you can count on Bufferin for fast, wonderful relief.

P. S. Bufferin acts *twice as fast as aspirin*

to relieve headaches and other pains, too! No wonder people by the millions are switching to Bufferin.



A PRODUCT OF  
BRISTOL-MYERS



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So...

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM,  
ASK YOUR PHYSICIAN ABOUT BUFFERIN



## The Caribbean crush

Warm waters, sunny skies, calypso and rum attract a record number of vacationing Americans to the Caribbean. A picture report, partly in color, shows them hard at play.



SWIMMER IN JAMAICA

## New guardian of the skies

A brand-new creature of automation called SAGE takes over the U.S. air defense and spots the approaching enemy planes with the aid of a fabulous mechanical memory.



SAGE OPERATOR AT WORK

## A busy day at the office

More than three million Americans spend almost half their waking hours in buildings like that at 260 Madison Avenue, New York. A candid report portrays the special life they lead.



LUNCH AT THE DESK

## Lost chance on Sunday

U.S. Sunday schools often waste both the students' time and the church's big chance for Christian education. So says a minister who goes on to show how they can be improved.



CHURCH-SCHOOL PUPILS

## Judy's new talents

Judy Holliday's newly acquired song and dance talents make "Bells Are Ringing" a Broadway hit. But more important, they give the U.S. stage a brand-new musical comedy star.



JUDY DOES THE CHA-CHA

24

## COVER

At the Caribbean resort of Round Hill in Jamaica, Liz Pringle dries off after a winter swim in the bay (see pp. 24-33)

## THE WEEK'S EVENTS

- The Caribbean, Hol: U.S. tourists make a record rush to the Indies 24
- A Look at the World's Week 34
- A flash of Arab fury: Algerians try bombs and strike to provoke the French 36
- Disaster in the dark: New York plane crash caps tragic week in U.S. air 41
- Princely scene-stealer is star of King Saud's visit 47

## EDITORIAL

A big new challenge for U.N. 38

## PICTORIAL ESSAY

The many different lives of an office building. Photographed for LIFE by Walter Sanders 89

## ARTICLE

Our troubled Sunday schools: a minister attacks "the most wasted hour in the week" but shows how churches can now use new methods to redeem it. By Wesley Shrader 100

## TELEVISION

Academic know-it-all, Charles Van Doren, gets \$122,000 on quiz 53

## MODERN LIVING

A Wisconsin woman takes a sun bath in zero weather 58

## ART

Museum Director's Choice: a Japanese artist's portrait of Commodore Perry's interpreter 60

## MILITARY AFFAIRS

Pushbutton defense for air war: complex SAGE system is built by U.S. to stop enemy bombers 82

## THEATER

In "Bells Are Ringing" Judy Holliday joins the roster of first-rate musical comedy stars 69

## SPORTS

Basketball Celtics climb to top on Cousy's clever coups 77

## CLOSE-UP

Hard-working James Jones enjoys the good life as he finishes his new novel 83

## PARTY

A three-ring benefit shows off styles, stars and society 119

## OTHER DEPARTMENTS

- Speaking of Pictures: a rosy setting for a famous lady 6
- Letters to the Editors 15
- Miscellany: a joining of jowls 122

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48—RALPH MORSE—THOMAS MCAYOY—HANK WALKER—ROBERT PHILLIPS FROM R.S.  
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58—ED STEIN  
60—HENRY B. BEVILLE EDC. DRAWING BY ADOLPH E. BROTHMAN  
62 THROUGH 65—ANDREAS FEININGER  
66—DRAWING BY MATT GREENE—JERRY COOKE FOR TIME  
67—J.R. EYERMAN  
68 THROUGH 74—PHILIPPE HALSMAN  
77 THROUGH 81—BY. JERKIN  
81 THROUGH 85—ARTHUR SHAY  
100, 101—DRAWING BY HILARY KNIGHT  
102—DAVID BROOKS  
103—LISA LARSEN  
108—KEN HEYMAN  
111—JOE CLARK  
112—EDWARD CLARK  
114—ROBERT W. KELLEY  
119—YALE JOEL  
120, 121—YALE JOEL EDC. BY. JOE ENGELS FOR N.Y. HERALD TRIBUNE  
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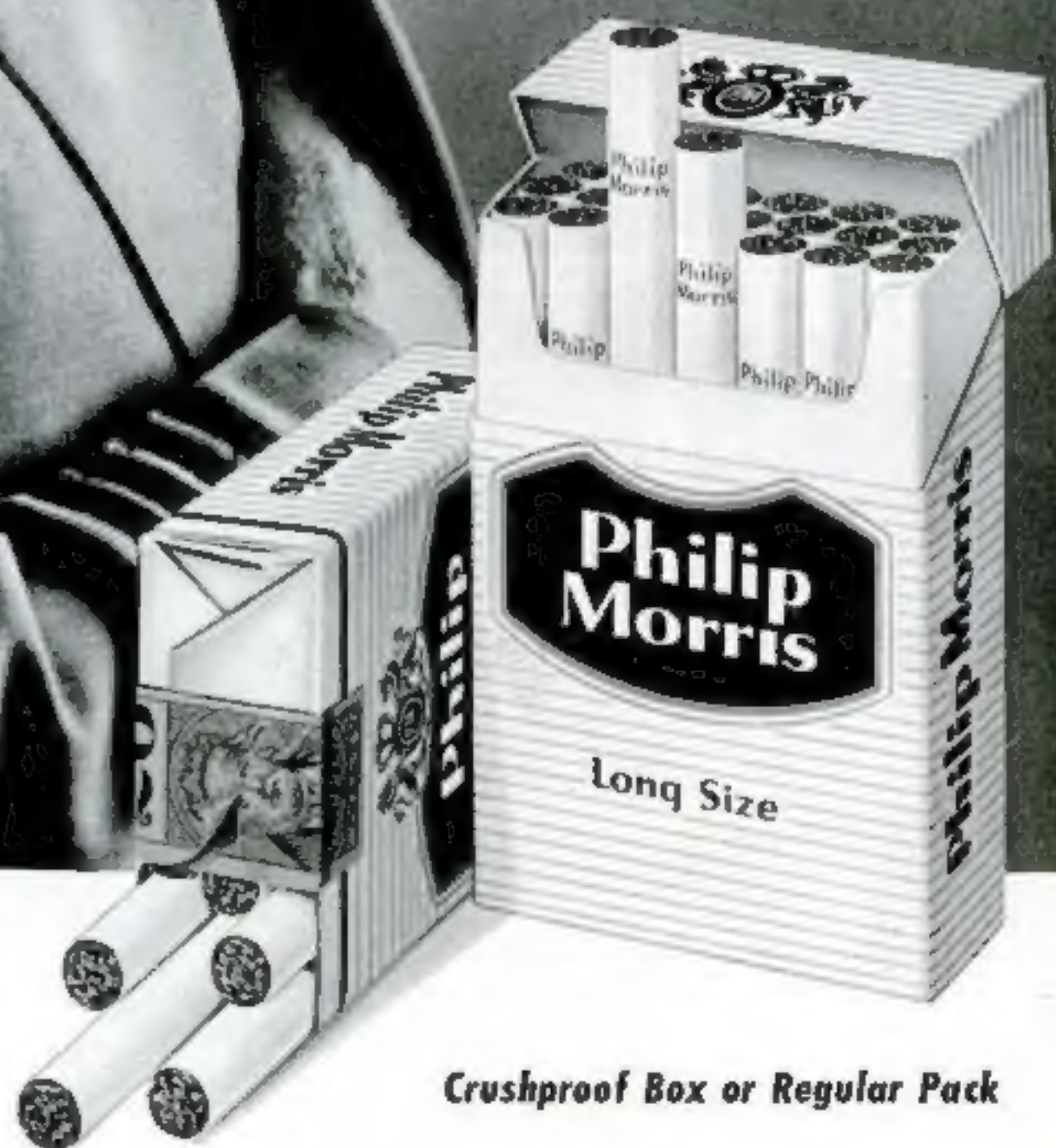
VOLUME 42  
NUMBER 6



# New PHILIP MORRIS gives you a natural smoke



**Smoke Natural.** No filter, no foolin'. It's just good tobacco that tastes *right*. A man couldn't ask for more.



**Crushproof Box or Regular Pack**

This One



OPGT-Y6B-PE2F

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Mister Magoo, who won an Academy Award, tells the hilarious tale of his adventures in building a hi fi set. **MAGOO IN HI FI** has witty, original background music by Dennis Farnon. On the reverse side, hear Farnon's **MOTHER MAGOO SUITE**, the real lowdown on who wrote those nursery rhymes. Loaded with chuckles for Magoo fans, hi fi addicts and just plain music lovers. On Long Play \$3.98\*



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the one and only typewriter with "proportional spacing" to give you the world's most distinguished letters!



The IBM "Executive" Electric is the only choice for every man who wants his letters to build personal and company prestige. For the "Executive" alone gives you unique "proportional spacing" to make your letters stand out from all others—to make them convey that special quality you want associated with yourself and your services.

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Other typewriters  
cramp all letters  
into the same  
space—like this:

iiiiii

ooooo

wwwww

mmmmm

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spacing" allows  
each letter its own  
natural space:

iiiiii

ooooo

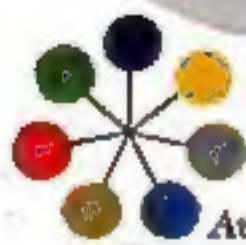
wwwww

mmmmm

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**ELECTRIC  
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**—OUTSELL ALL OTHER  
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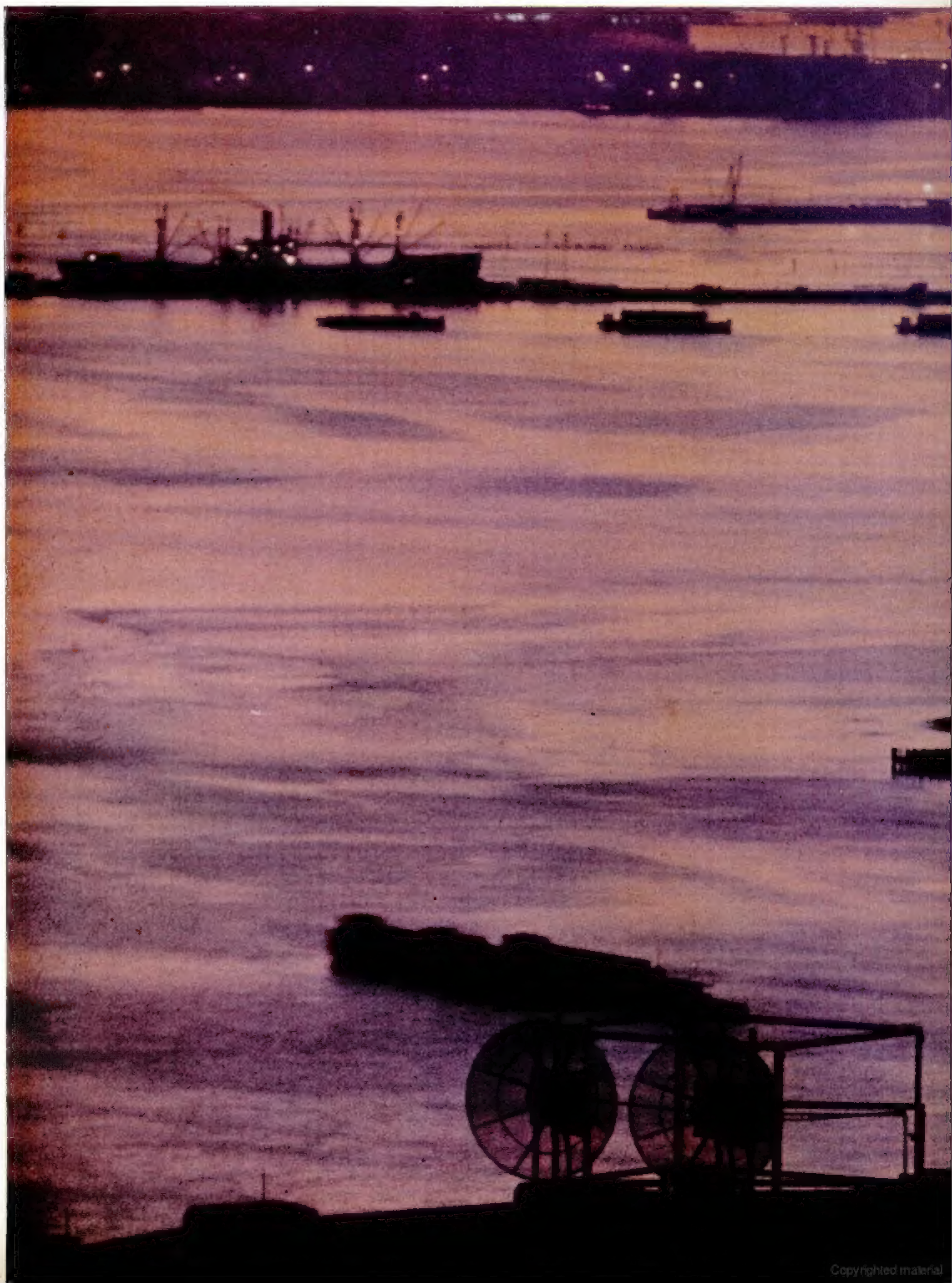
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SPEAKING OF PICTURES

# Rosy Setting for a Famous Lady





For 70 years the Statue of Liberty has towered familiarly above the harbor of New York City, its torch gleaming in fog and rain and fair weather. One evening, as a setting sun tinted the waters, Photographer Robert Galbraith pointed his camera southward from the top of a skyscraper on

lower Manhattan. His picture showed cruisers, battleships and carriers of the mothball fleet tied up at a naval depot (*top*), a Liberty ship loading ammunition at a long pier (*left*), a pair of high-frequency radio antennae (*bottom*) and Miss Liberty watching serenely over the rosy scene.





it's the Chocolate-  
it's the Nougat-  
it's the Nuts!



MARS...the 3-flavor candy bar



Honest-to-goodness  
MILK CHOCOLATE



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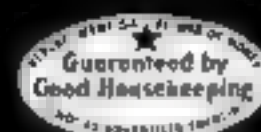


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ALMONDS



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with foam rubber cushions

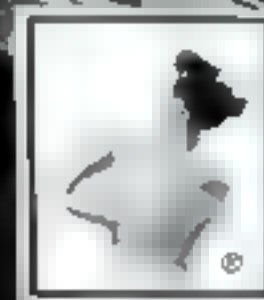
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Sleeps two comfortably

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**Sealy Posturepedic** for

**RELIEF FROM MORNING BACKACHE\***

and the most comfortable night's  
sleep you've ever had

**\$79.50**  
each

MATTRESS AND FOUNDATION

30 year written guarantee  
when purchased in sets

\*due to sleeping on a too-soft mattress

Sealy, Inc., 985 N. Lake Shore Drive, Chicago

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**MONSANTO CHEMISTRY IN ACTION MONEY**



BUSINESSMEN, HOUSEWIVES, FARMERS—ALL KINDS OF PEOPLE—CAN BANK MORE MONEY BECAUSE OF MONSANTO CHEMISTRY. BELOW — SOME

# MONSANTO CHEMISTRY MEANS MORE

Mixing creative research with production know-how, Monsanto tailors hundreds of old and new



**MORE PARTS PER HOUR.** Molder finds Monsanto's Resinox® makes possible more polisher housings in less time with extra savings for manufacturer and consumers.



**CLOTHES BUDGET GOES FURTHER.** Monsanto chemicals in textiles hold pleats, resist soiling, keep low-cost wash 'n' wears fresh, glamorous through many washings.



**PROFITABLE WEED-KILLING TEAM.** Monsanto 2,4-D herbicide ups crop yields as much as 50%. Monsanto Spray Rater helps farmer use weed killer economically.



**BOOSTS BROILER PROFITS.** On every 1000 broilers raised for 8 weeks, Monsanto's new MHA® feed supplement used in broiler rations can save raiser 375 pounds of feed.





(Photo taken at Manchester Bank of St. Louis)

INTERESTING WAYS THE FIRST SIX PEOPLE IN LINE PROFIT DIRECTLY AND INDIRECTLY FROM A FEW OF MONSANTO'S MANY CHEMICAL PRODUCTS.

# MONEY IN THE BANK FOR MILLIONS

new products to make or save money for you and your family. Here are a few examples:



**TOPS COSTLY CAKE FAILURES.**  
Monsanto leavening agents in mixes, self-rising flour, baking powder stay fresh, control volume and texture, assure baking success.



**FIVE DOLLARS FOR ONE.** \$1 invested in Monsanto's Lion ammonium nitrate fertilizer when properly used yields farmer \$2 to \$3 on small grains, cotton, wheat or corn.

**MANUFACTURERS:**  
If you are interested in any of the materials shown—are considering ways to use them in your business—or want more information, write Industrial Service Department, MONSANTO CHEMICAL COMPANY, St. Louis 4, Missouri.



WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU



# SENSATIONAL ELECTRIC SHAVER OFFER!

*Buy  
His...*



*Get Hers  
**FREE!***



Limited time only!

• NEW SCHICK "25" for the world's closest, fastest, most comfortable shaves.

• NEW LADY SCHICK removes every trace...quickly, easily, without irritation.

New Lady Schick electric shaver **FREE**  
when you buy the famous Schick "25"!

There's never been anything like it! *Buy His...* Get Hers **FREE!** Schick makes this "Lucky Lady Offer" so new thousands of men and women across America can start enjoying the speed and convenience of electric shaving!

**Don't delay!** This offer is good for a limited time only! Today, go to your Schick dealer. Make sure the "Lucky Lady" Free Certificate is enclosed with

the Schick "25" you buy. Mail the certificate to Schick, and you'll get a stunning new \$14.95 Lady Schick—in a choice of four colors and personalized with her initials—absolutely free!

Ask your dealer for the details of the 14-day home trial on the Schick "25" during the "Lucky Lady" special offer. *Buy His... Get Hers FREE!* Schick Incorporated, Lancaster, Pa.

## SCHICK

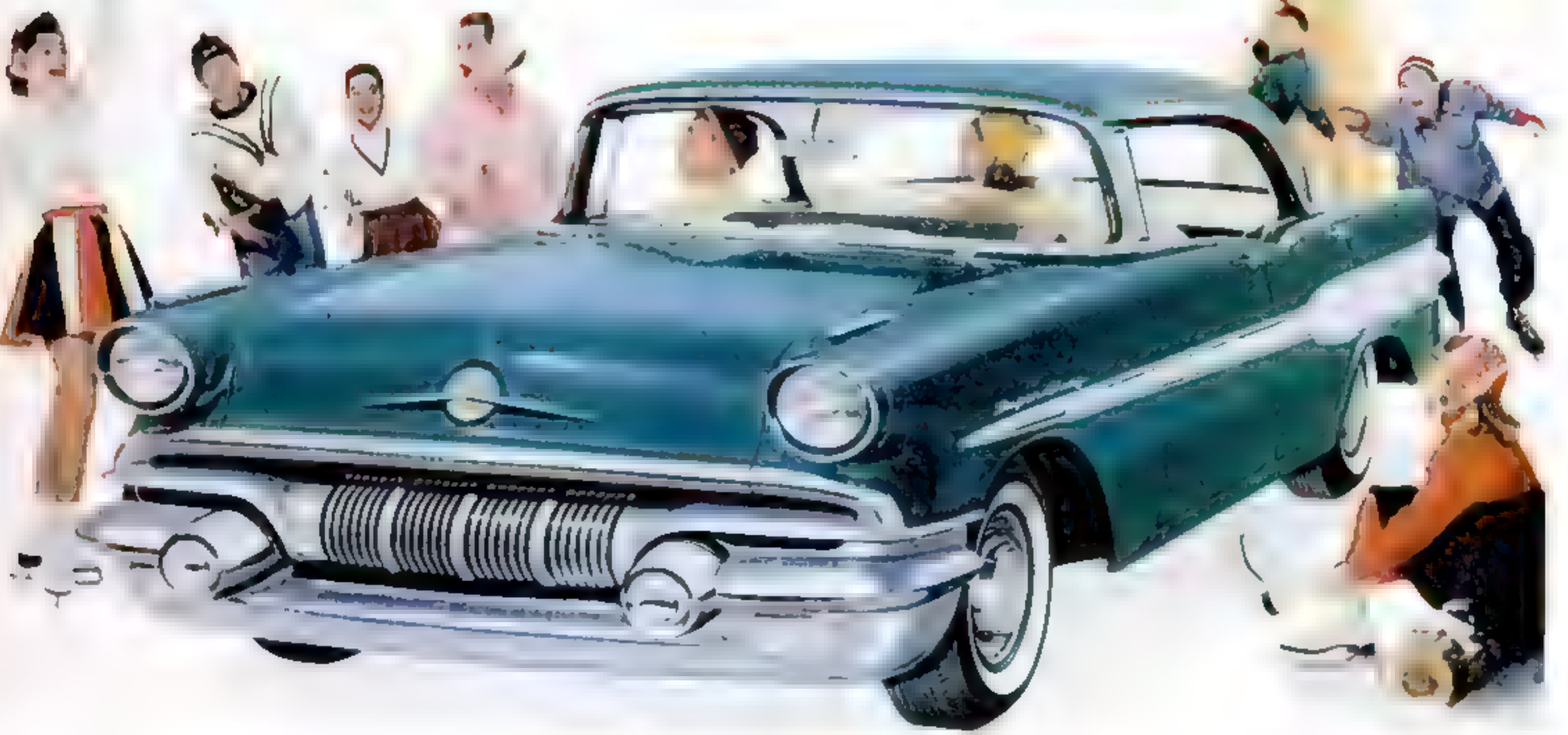
FIRST IN ELECTRIC SHAVING

Don't miss "DRAGNET" NBC-TV Thursday nights

Copy. 1957, Schick Incorporated



# Wherever there's Youth and Fun\* there's Pontiac!



Find people having fun and you're likely to find a Pontiac. It seems Pontiac just naturally fits into the living pattern of folks who think young and live life a little better. And it's easy to see why. The functional lines of its Star Flight styling are long, lean and lithe as a stripling. There's youth, too, in its power—a frisky 347-cu.-in. Strato-Streak V-8 with a record 10-to-1 compression ratio. But for all its lusty love for action this big, handsome husky settles down to deliver an all-new Level-Line Ride so smooth you'd swear they just repaved the road. In short, from the way it looks to the way it goes, Pontiac sets a lively pace. Come to think of it, haven't you noticed that people going places are going Pontiac?

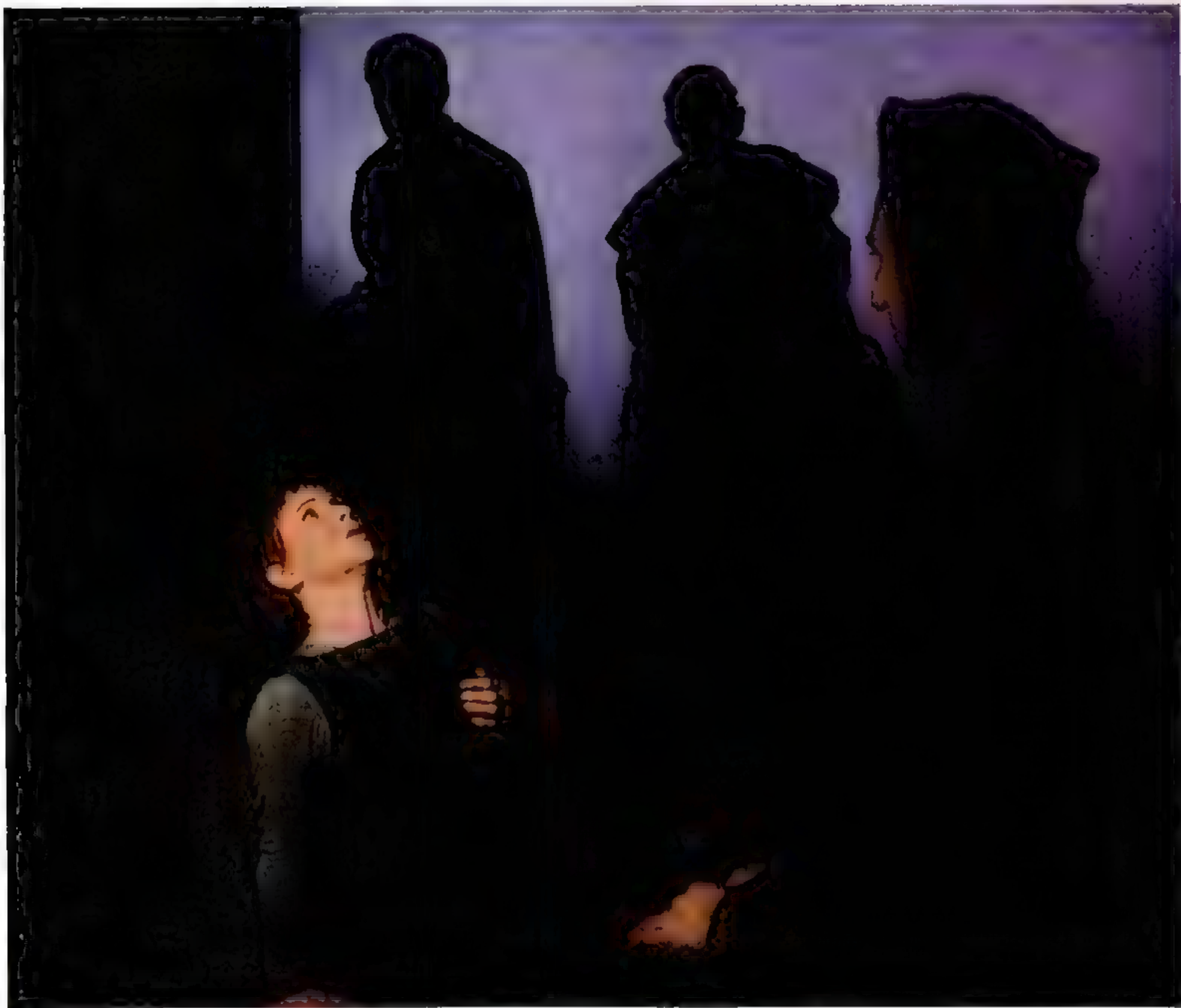
AMERICA'S NUMBER ①  
ROAD CAR!





SEE YOUR PONTIAC DEALER

PROVED BY 100,000 MILES OF RUGGED ROAD TESTS





JULIE HARRIS AND BORIS KARLOFF COME TO  
COLOR TV IN THEIR GREAT BROADWAY SUCCESS,  
"THE LARK," THE MOVING, DRAMATIC STORY OF  
JOAN OF ARC. WRITTEN BY JEAN ANOUILH.  
ADAPTED BY LILLIAN HELLMAN. PRODUCED AND  
DIRECTED BY GEORGE SCHAEFER ON THE HALLMARK  
HALL OF FAME. SUNDAY, FEBRUARY 10, 9 TO 10:30 PM (EST)  
LIVE IN FULL COLOR AND BLACK-AND-WHITE ON  
NBC COLOR TELEVISION  a service of 



LETTERS TO THE EDITORS

A CABINET CRISIS

Sirs:

Malcolm Muggeridge, the inimitable editor of *Punch*, has given an excellent appraisal of Macmillan ("Fast-moving Drama of a Cabinet Crisis," *LIFE*, Jan. 21).

The portrayal is superb. Let us fervently hope that he will measure up to the challenge of this day, and do something more than "just muddle through" as so many prime ministers have done before him.

REV JOHN THOMPSON  
Powhatan Point, Ohio

Sirs:

History will record with pride that Anthony Eden possessed the high moral principles and the consistency of his conviction by twice refusing to appease the aggressors, the Nazis and the Russians.

HENRY S. SMILEVITZ  
East Chicago, Ind.

PSYCHOLOGY SERIES

Sirs:

Ernest Havemann's competent treatment of all psychology, and not of clinical psychology alone, is without parallel.

The series' coverage is clear and squares with the facts emerging from laboratory and applied research.

ROBERT PERLOFF  
Chicago, Ill.

Sirs:

In "The Tools Psychologists Invented" (*LIFE*, Jan. 14) you stated that fast readers are able to "take in a span as much as several words at a single glance" instead of stopping at each single word as "slow readers" do.

I wish to disagree on both points. My father and I have taken well over 30,000 eye-movement photographs with the eye-movement camera, which *LIFE* pictured, and these are the results:

It is extremely rare for a person to take in more than two words at a glance. The average for college students reading 340 words a minute is 1.33 words.

While a person may think in larger units, he still has to build his thought units from a multitude of small visual "bites."

Also, if a person could take in four words per eye stop, he would have to be reading at between 1,000 and 1,200 words per minute. Few readers, if any, reach this speed.

It is physically impossible for most people to read much above 500-600 words per minute because there is a definite physiological limit to the

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amount of movements the eye can make per second.

STANFORD E. TAYLOR  
Educational Developmental Laboratories  
Huntington, N. Y.

● *LIFE* was talking about what fast readers can achieve. At Ohio State one student was able to absorb 1 1/2 words a glance and read 1,416 words a minute after training.—ED.

SHARPENED SHOES

Sirs:

Fashion must always change, or fashion manufacturers have nothing to sell ("Sharpened Shoes," *LIFE*, Jan. 21).

Your X ray on page 127 proves the opposite of what you are trying to say: all the toes have been pushed out of their normal alignment and though the shoe is constructed in such a way that she feels no immediate pain, wearing this kind of shoe habitually is guaranteed to develop bunions and ingrown toenails.

OLGA LEY  
Jackson Heights, N. Y.

Sirs:

About 65 years ago men in Austria used to wear pointed shoes, boots with sharp toes. You also omitted one extra warning for the males: sharp-toe shoes are dangerous not only on the dance floor, but under family bridge tables.

ERWIN BUNZEL  
Orlando, Fla.

● Austrian men in the late 1800s wore pointed shoes called "schnabels" (below), German for bill or beak.—ED.



AUSTRIAN "SCHNABELS"

Sirs:

As a practicing podiatrist and a lecturer in anatomy, I feel this shoe may give comfort if it fits the foot properly.

MARTIN HAZAN, POD. D.  
New York, N. Y.

SUBJECT: DROUGHT

Sirs:

The drought is exactly as "Memo to the President, Subject: Drought" (*LIFE*, Jan. 21) describes it. Many were the magnificent thunderclouds overhead at evening. Morning came and not a cloud in the sky or any trace of a sprinkle.

Today we can look skyward and watch Texas and Oklahoma sailing above, on the way east to Nebraska or someplace. This summer there was a dune blown as high as the green

**Holds fast even in HURRICANE WINDS!**

CONVENTIONAL SHINGLES SEAL-O-MATIC SHINGLES

**TESTED** by PAA Clipper revved up to hurricane force, at Idlewild Airport. Conventional shingles were damaged, Seal-O-Matics held tight.

It's the Johns-Manville patented **Seal-O-Matic**® asphalt shingle

**Here's the secret!** A stripe of special Seal-O-Matic Adhesive is factory-applied to the underside of each shingle. The sun's heat automatically seals it down.

Seal-O-Matics have proved themselves on thousands of homes all over the country. They grip tight—stay flat. Wind and rain can't get under the edges. Get this exclusive protection for your home now.



**PROVED** in Hurricane Connie at Wrightsville Beach, N. C. Left, conventional shingles. Right, Seal-O-Matics photographed at same time.

**For free estimate** see a J-M Honor Roll Dealer or Certified Home Improvement Contractor—identified by these seals

**MAIL COUPON FOR FREE BOOKLET**

It shows Seal-O-Matic Shingles in full color. Write to Johns-Manville, Dept. L-1, Box 60, New York 16, N. Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Co. \_\_\_\_\_ State \_\_\_\_\_

**Johns-Manville**

CONTINUED





Checked broadcloth pajamas with perfect fit Permaflee® waistband, \$5.00

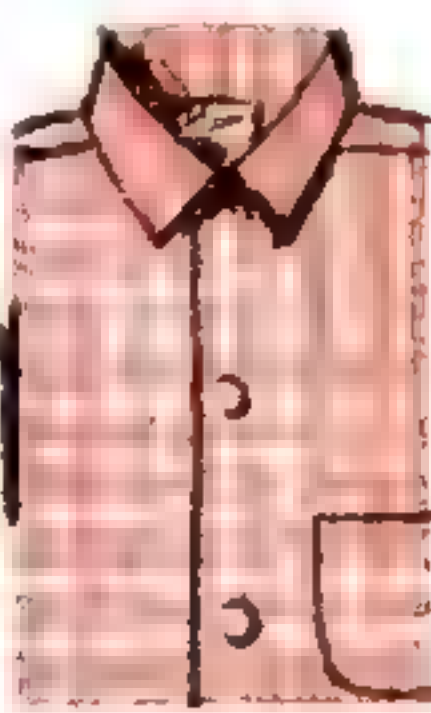
These Manhattan gifts have the knack of achieving appreciation that spells love with a capital you! They're as new and different as each day... as handsome and exciting as that very special fella deserves. You'll find these (and many more heart-stoppers) at your nearest Manhattan retailer.

Extra Attraction! You'll find the Kiss Card attached to these Manhattan Valentine gifts. It's unusual... it's the perfect touch to your thoughtfulness.

Striped broadcloth shirt with English round eyelet collar \$5.00  
Silk tie, \$2.50

Ombre check combed cotton sport shirt with a Random Kilt® Skape & Yoursie® medium torsead collar and long sleeves, \$5.00

Boxer undershorts with Permaflee® waistband, \$1.50



**Manhattan**

THE MANHATTAN SPORT CO. 444 MADISON AVENUE, NEW YORK 22  
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## LETTERS TO THE EDITORS

CONTINUED

wheat with heads of wheat peeping out of the top.

DELIGHT ELLEDGE

Trousdale, Kan.

Sirs:

On page 36 you show the "hard struggles of men and animals." Mr. Cook's "pigs" have evidently been through quite a struggle too.

I would swear that they are calves.

W. J. SUND

Quincy, Wash.

Sirs:

Those odd long-legged, high hipped "pigs" might come up a bit "vealy" at butchering time.

M. SGT. SPENCE GARTZ, USMC  
San Diego, Calif.

● LIFE was in error. The pigs were calves — ED

### THE EPIC OF MAN, PART VIII

Sirs:

I greatly enjoyed your excellent article on the Minoans ("The First European Civilization," LIFE, Jan. 21). It mentioned that Minoan sports included boxing and wrestling. Except for wrestling in Egypt, the earliest extensive evidence for the beginning of athletics is found in Greece.

WILLIAM ROBERTS RHINOTON  
Professor of Classics

Western Maryland College  
Westminster, Md.

Sirs:

Lincoln Barnett and Thomas Bulfinch in his *Mythology* are slightly at variance in their description of the fabled Minotaur.

Bulfinch says the Minotaur was "a monster with a bull's body and a human head," but your story describes the Minotaur as "a monster with a bull's head and the body of a man."

ARTHUR STANISLAV ROUSKY

Cranston, R. I.

● According to Apollodorus, the Athenian (about 180 B.C.), the Minotaur "had the face of a bull, but the rest of him was human." — ED.

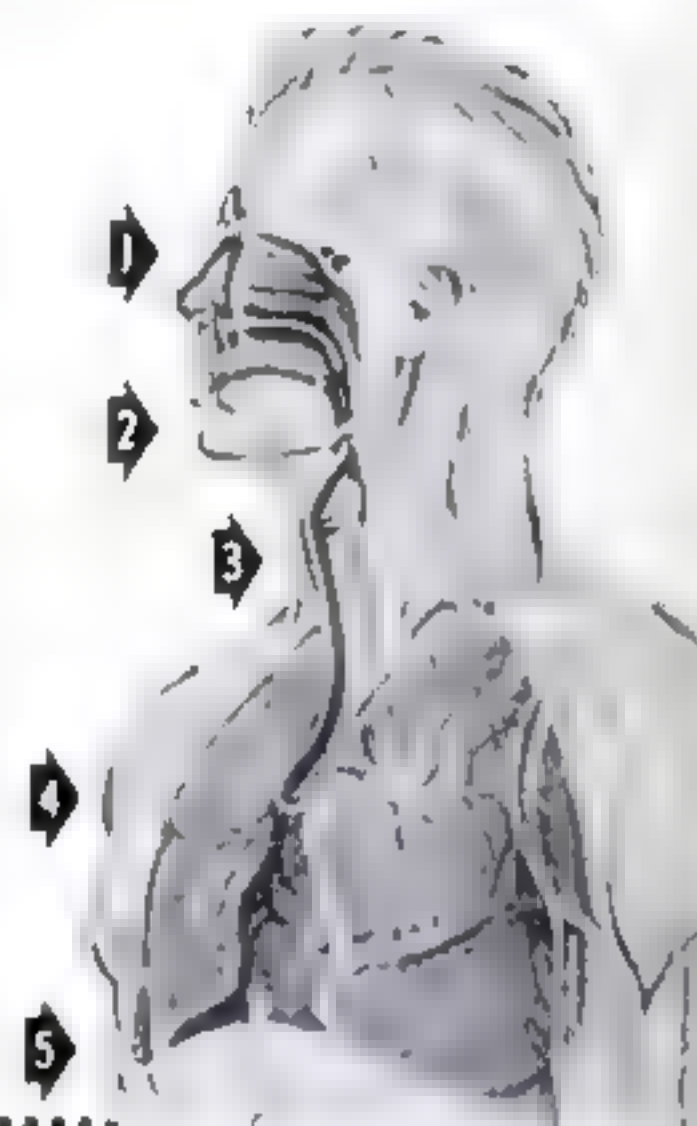
Sirs:

A pictorial essay on a civilization such as the Minoan could be more tastefully handled with a minimum

CONTINUED

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## LETTERS TO THE EDITORS

of exposure and a maximum of education. But yours was not

MRS. GLENN E. REHN  
Cleveland, Ohio

### 40-MPH SKATES

Sirs:

Pirello is only 15 years behind the times with 40-mph skates ("Scooting with 40-mph Skates," *Life*, Jan. 21). A Frenchman named Mesnier made motorized skates. They were shown in *Motor Age* in 1912. Actually the 1912 version looks better to me than the 1957 version. More practical and less bulky and complicated.

LYMAN E. GREENLEE  
Anderson, Ind.



1912 MOTOR SKATES

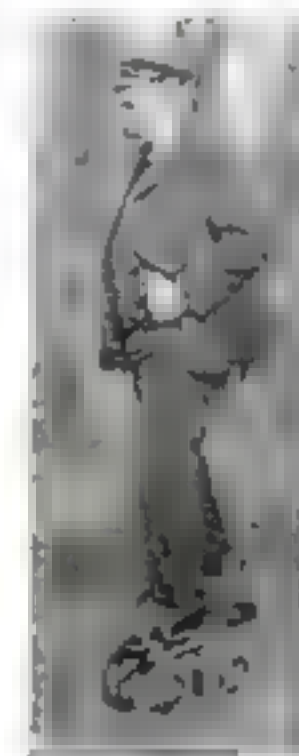
Sirs:

The idea of motor skates is at least 50 years old.

In a 1906 magazine there is a picture and this information:

A small gasoline motor is attached to a miniature chassis and a speed of 25 mph is claimed. The motor is directly connected to the rear axle. The gasoline tank is strapped to the body of the operator."

C. G. SCHYORR  
Monroeville, Mich.



1906 MOTOR SKATES

### COMMUNIST HUNT

Sirs:

Your account of the eight brave aristocrats who invaded Czechoslovakia and slew 1,781 pheasants and 856 assorted rabbits ("Communist Hunt, Grand Style," *Life*, Jan. 21) left me with a kinder feeling toward the late French revolutionists of the 1790s. From here it looks pretty revolting.

GLENN H. WICHMAN  
Los Angeles, Calif.

Sirs:

That Zidlovichovitch pheasant on page 132 is a female and was, I believe, quite safe even if she had taken wing for your picture of one day's bag shows only cock pheasant slaughtered.

ANDOR DE JONY  
Bellingham, Mass.

● The defiant female pheasant was photographed on the day when both cock and hen were fair game.—ED.

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U.S. TOURISTS IN RECORD RUSH TO THE INDIES

# THE CARIBBEAN, HO!

This season, with a sudden rush, American winter tourists began a record descent on the Caribbean, their numbers a full 25% greater than last year. Before the year is out 1.2 million of them will sail or fly to the Indies in a free spending splurge of bongo drums, calypso, wild straw hats, rum and roulette. In varying degrees of luxury on the 32 islands of the crescent-shaped archipelago, Americans were recklessly exposing their winter-whitened skins to the West Indies sun, paddling in the warm azure waters, sprawling happily on the golden beaches, eagerly spending the Yankee dollar in a thousand vacation pursuits. Available space in the hotels is booked nearly solid for the peak season through April,

and most of the islands were hurrying new hotels through construction.

Though its tropical attractions and easy access from the U.S. have brought a year-by-year increase in West Indian travel, a portion of this year's rise is caused by the war scare in the Mideast. Cruise liners ordinarily carrying Mediterranean trade now ply the Caribbean. Air travel has improved to the point where there are now 43 international and local lines servicing the area, and remote points like Antigua are 9 1/2 hours from New York. But at least a part of the boom can be attributed to two other factors: U.S. prosperity and the changing habits of American vacationers—more and more of whom are taking their time off in the winter.





**HIGH-LIVING TOURISTS**, 99% of them American, take it easy beside pool at Hôte- l Ibis, l'Île with a view. Looks out over capital city of Port-au Prince 1,575

feet below. Hotel was built around view, has glass-walled nightclub under terrace. Rooms average \$22 a day per person with meals; are booked until April

CONTINUED





**OUTDOOR CHESS**, the newest pastime, is played by John McConnell, Mrs. John Pringle (see cover).

CARIBBEAN CONTINUED

## AN OFFHAND SHOW OF LUXURY

Of all the new places in the Caribbean none is harder for a vacationer to get into than Jamaica's Round Hill, half an hour's drive from Montego Bay and the most luxurious resort this side of the French Riviera. Here sophisticated members of the international set lead a deceptively simple life. Its small hotel and private cottages are owned by 26 shareholders including the William Paleys (Mr. Paley is board chairman of CBS), the Kingman Douglasses (Mrs. Douglass was Adele Astaire). Each owns

a cottage, occupies it about a month a year, rents it out at other times.

Round Hill's residents spend lazy days at the beach, fishing, playing canasta, chess or simply socializing. They dress informally but in the gayest and best cut playclothes from all over the world and they are addicted to picturesque straw hats. Even the men have colorful wardrobes. Round Hill can accommodate 186 guests and is staffed by 173 servants to make certain that the guests enjoy the sun in style.







**ON ITS PRIVATE BAY** Round Hill sits beyond hill (left) from which it takes its name. It is open from Dec. 1 through April. Large white building (right) is

32 room' barracks—where rates, \$33 a day (single), include meals. The temperature in season is never under 69° or over 85° and the water is a pleasant 76°



**CONVIVIAL COTTAGE OWNERS** gathered for a pre-lunch drink include Mrs. Kingman Douglass in ginkgo-er hut, Liz Pringle (dark glasses), Mr. and Mrs. Brendan Wilson of Philadelphia (both standing) and Canadian John Stuart Duncan (back to camera). This is most elaborate cottage—rents for \$200 a day.



**LEADING HOSTESS** at Round Hill, Mrs. William Gaynor of New York, sits in her patio with her doctor husband (pink shorts), New Yorker Philip Van Rensselaer (blue polo shirt) Major Anthony Pawson of Paris. The Gaynors' \$1,000,000 house, with separate guest house is one of two which have swimming pools.



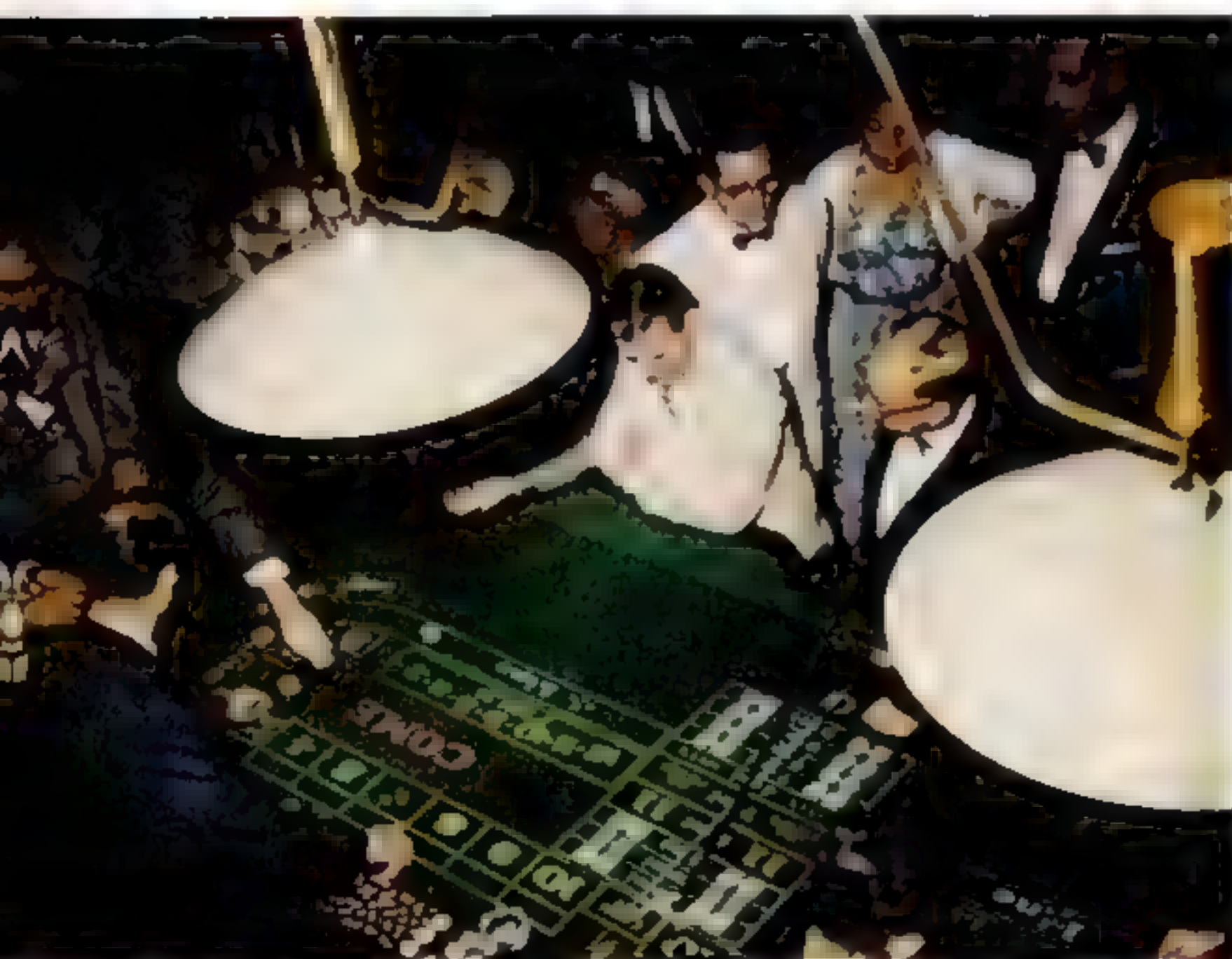
**DAILY SPREAD**, an elaborate buffet luncheon prepared by French chef, and his three assistants, is served until 4 on the dining terrace. Gelatinous turkey, ham

and chicken (stuffed with farce) are decorated with truffles. Orange rimmed oval platters at sides (foreground) Fold ducks that are cooked with fresh peaches





**DOWNING DAIQUIRIS** at the Trocadero Rum Distillery in Havana. American tourists accept the free drinks while a salesman (left) displays company's wares.



**SHOOTING DICE** at El Embajador in Ciudad Trujillo, Dominican Republic. Americans—mostly appliance dealers from Michigan—play at \$1-minimum table.



**IN THE ELEGANT CASINO INTERNACIONAL OF THE NACIONAL HOTEL IN HAVANA,**

## THE WINTER VISITORS

As the island finds tourists freer with money and gaily eager to plunge it into games of chance the Caribbean gambling industry has been expanding its facilities. In Havana, the last stop for homesick cruise ships and an easy 60 minutes from Miami by air, three new hotels with casinos are being rushed to completion and the famed Tropicana, one of the big three cabarets that operate under government supervision, is being doubled in size. In Haiti, Puerto Rico, the Dominican Republic and Nassau in the





U.S. GAMBLERS TRY THEIR LUCK AT ROULETTE, DICE AND SLOT MACHINES

## SHOOTING THE WORKS

Bahamas—the only place in the British Commonwealth that permits a gambling casino—patrons are clicking at everything from roulette to craps.

The big new rage in Havana is an import from the U.S., bingo, which patrons can play for handsome stakes when they vacate the gaming tables to go to dinner. On most of the islands the tourist need not do all his gambling in taverns. He can play the lotteries, bet on horses and, if he can stand the sight, risk his dollars on the primitive sport of cockfighting.



**GAMBLING AT DINNER** in the open air Sans Souci night club on outskirts of Havana. U.S. patrons play bingo for prize money that runs as high as \$100 nightly.



**WATCHING A COCKFIGHT.** Wisconsin tourists attend a Sunday match held near San Juan, Puerto Rico. Spectators pay admission, bet among themselves.

CONTINUED





**FANCY FOUNTAIN**, operated by three people who sit at keyboard and work lights and sprays, puts on a 15-minute display each night in Ciudad Trujillo.

**FLOURISHING FERRY**, which makes the 100-mile voyage from Key West to Cuba in seven hours, disembarks U.S. cars at Havana under a full tropical moon.







**TURTLE RACE** in St. Thomas begins as Virgin Isles Hotel employes carry five 40-pound turtles. After the patrons have placed their bets, the turtles are put

into pool (center). Startled by the sound of gun, turtles dive beneath the surface and swim under water. The winner is honored with a garland of bougainvillea.



MAP OF THE CARIBBEAN SHOWS SPECIFIC ISLANDS AND SYMBOLS INDICATE THE WIDE VARIETY OF ACTIVITY IN THIS AREA. FOR DETAILS SEE THE TEXT BELOW

## LIVELY ISLAND WORLD

The island world that draws U.S. tourists to the West Indies stretches 2,500 miles across the Caribbean from Cuba, which lies 150 miles south of Florida, to Trinidad, which is only 20 miles from the northern coast of South America. Of the 32 islands, three are independently governed, four are French, six are Dutch, four U.S. and 15 British. None of the places require passports from American tourists. To take advantage of this the airlines have set up "island hopping" excursions, and cruise ships, charging anywhere from \$153 to \$2,275 for a Caribbean voyage, stop at as many as 15 ports in a single trip.

Much of the activity is aquatic—skin-diving, snorkeling, deep-sea fishing, sailing, hunting for buried pirate treasure. Eager collectors can pick up native mahogany carvings or voodoo drums. There is a new move among veteran Caribbean visitors to seek the most secluded spots and those vacationers who prefer to sip rum in peace and quiet can find islands like Barbuda, which accommodates only a half dozen guests at a time.

**TOURIST LOOT** from Haiti varies from native wood statuary (left foreground) → to rum, straw hats, baskets and rugs, masks (top), drums and oil paintings.







IN TOURIST-JAMMED VIRGIN ISLE HOTEL AT ST. THOMAS, "MIGHTY ZEBRA" AMUSES THE CUSTOMERS BY IMPROVISING SONGS USING THEIR NAMES IN LYRICS



CALYPSO IN LOS ANGELES sells out the palm-tree trimmed Coconut Grove as Harry Belafonte sings ballad, *Island in the Sun*, for his opening night audience.

## TAKING CALYPSO HOME

All over the Caribbean, U.S. tourists hear bouncy patter songs called calypso, the topical folk music of Trinidad. Most of them come home with an enthusiasm for the music, now reflected in a big U.S. boom in calypso. Partly to cater to the acquired taste of the returned travelers, calypso has become the newest fashion in American popular music, both in its authentic form or with Tin Pan Alley trimmings. Five versions of *The Banana Boat Song*, a Jamaican dock workers' chant, are filling teen-agers' jukeboxes. Folk song specialist Harry Belafonte's calypso ballads fill the best-selling LP record in the country. More than a dozen Caribbean-type nightclubs, some of them employing steel bands in which oil drum-heads are the only instruments, have opened in New York, Miami and Los Angeles. Though some calypso songs are slightly off-color, the best are gently sentimental. And what the new tunes with their bright beats will do best is lift U.S. popular music out of its leaden rock 'n' roll rut.



CARIBBEAN SINGER IN NEW YORK, Lord Flea of Jamaica, heads bill at Jamaican Room, accompanied by Pork Chop and a high-perched bongo drummer.







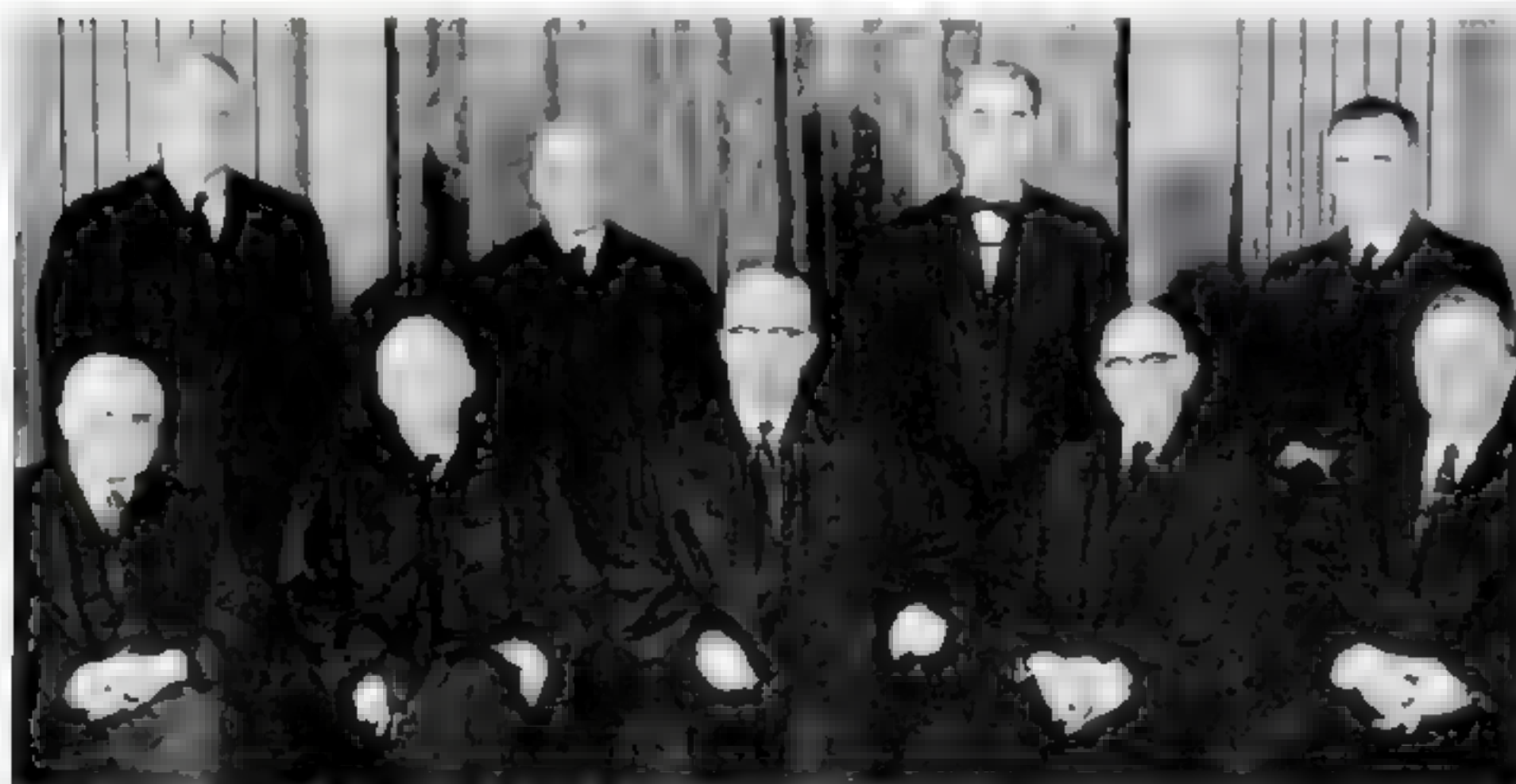
# A LOOK AT THE WORLD'S WEEK



## A HIGH-RIDING GUEST IN INDIA

The circus parade of the top Russian officials through India, launched in late 1955 by the Balgamb-Khrushchev act, now featured Defense Minister Georgi Zhukov on an elephant.

Touring the country, he was so impressed by the elephants in a New Delhi Republic Day procession that a bedizened behemoth was summoned and Zhukov mounted for a short ride.



## NEW BUT OUTMODED

The current Supreme Court sat for its first group portrait, lining up before news camera front row left to right: Justices Frankfurter, Black, Chief Justice Warren, Reed and Douglas; rear: Harlan, Burton, Clark and Brennan. Barely was the sitting over when news came that would change the lineup. Justice Reed, now 72, announced he would retire Feb. 25.

## OVERDUE ON OVERTIME→

In Colorado's Cumbres Pass nature moved too fast for man as a blizzard piled 22 foot drifts into the 10,022 foot pass trapping a snow plow train. For almost a week the 40 train crewmen aboard were marooned before rescuers could get through to them, exhausted but enriched by the experience. After the first eight hours on board they got time and a half for overtime.







#### ← SMILES AFTER SOME SCOLDINGS

Enplaning for Augusta, Ga., President, Defense Secretary Charles Wilson and Mrs. Wilson smiled after a discordant week. Wilson called the National Guard a "draft-dodging business." "Unwise statement," said the President. "Uncalled for," said Mrs. Wilson of Eisenhower's remark.

#### ROYAL PRINCE'S PLAYFUL TUSSLE

Traditionally the heir to the British throne is educated by tutors, but Prince Charles, 8, broke precedent by entering a private school. There he (right in left and right pictures, left in center) broke another royal precedent by tangling with a fellow pupil, temporarily halting a soccer game.







FRENCHMAN HURT BY AN ARAB BOMB IN A CAFE IS CARRIED AWAY TO SAFETY

## A FLASH OF ARAB FURY

Algerians try bombs, a strike to provoke French

At 5:25 p.m. the first Arab terrorist bomb blew up the crowded L'Otomane cafe on Algiers' busy Rue Michelet. Minutes later the second bomb blasted the Cafeteria down the street. Finally the third shattered Le Coq Hardi, 300 yards away. Fifty French residents of Algiers were wounded, five were dead. With this grisly salute, the Arab rebels who keep some 100,000 French army troops tied up in Algeria's guerrilla war signaled the start of their latest wave of defiance, an eight-day general strike of the Moslem population.

The rebels were showing their strength on the eve of a U.N. debate on Algeria, hoping to provoke the French into reprisals that would make them look bad in the U.N. The French refused to be provoked. They clamped a grip of steel on the city, punished their own nationals for looting, and stubbornly set about breaking the strike. In three days 70% of the Moslems were uneasily back at work. But, said one fearful man, "they will come back"—meaning the assassins whom the rebels pay \$170 per killing.



WOUNDED FRENCHWOMAN (center) the sole of her face streaming blood, is escorted past Le Coq Hardi (rear) toward hastily commandeered ambulance.

STUNNED WAITERS OF LE COQ HARDI STARE AT WOMAN KILLED IN EXPLOSION →







**OPENING A STRUCK SHOP,** French colonial soldiers use sledge hammer and crowbars to pry up

metal blind of an Arabic dairy products store. French repeated sledge to destroy impact of strike



**BAND PLAYS ON** in the nearly deserted Algerian street as if nothing were happening. Purpose of

the French military band performance was to dispel tension and to show Arabs French were in control



## INDIA'S REFUSAL TO OBEY IT ON KASHMIR CONFLICT INDICATES A TWO-FACED MORAL STANDARD

The United Nations, which has been made the bedrock of American foreign policy by President Eisenhower, is now facing another crucial test which may call for some imaginative American leadership. The test is Kashmir, where India is both defying the Security Council's order and repudiating its own pledged word to hold a plebiscite in that divided and hate-ridden land.

To most Americans, Kashmir is a place as strange and remote as Sarajevo was before 1914, and few of them are interested enough to follow its affairs; indeed it is remote from immediate American interests. But the U.N. is not remote from American interests, and what Kashmir does involve is whether the U.N. and its prestige are to grow or to dwindle. Therefore it is or should be a matter of very deep concern, both for the American people and their leaders. Moreover, it is an issue which has already led once to undeclared war between India and Pakistan (which contain one-fifth of the world's people) and if left unsettled can well lead to another bloody conflict. Because both Red China and Soviet Russia also border Kashmir, such a blowup could set off a far bigger explosion.

The Kashmir issue arose shortly after the 1947 partition of India which created the separate state of Pakistan for those parts of India where Moslems predominate. Under the terms of that partition the various princely states had the option to "accede" either to India or Pakistan (but not to be independent). Although Kashmir's 4,370,000 people are predominantly Moslem (about 3 to 1; only southern Jammu province has a Hindu majority) its maharajah "acceded" to India in haste and fright in 1947 when bloody atrocities between Hindus and Moslems brought hordes of Pathan tribesmen swarming out of the mountains to defend their Moslem brethren. Pakistan began arming and aiding these tribes, as well as local militia or "free forces" which quickly formed in West Kashmir. India then flew in federal troops to defend Hindus and fight the Moslems. It was India's Prime Minister Nehru himself who at the time appealed to the United Nations, as "an act of faith," to intervene and stop this war.

A U.N. commission did get both sides to stop it and agree 1) to set up a cease-fire line, 2) to disarm and demilitarize the two sides, and 3) hold a free plebiscite by which the Kashmiri people could decide whether to join India or Pakistan. Admiral Chester W. Nimitz was appointed plebiscite administrator but the plebiscite was never held. Despite several years of heroic labor by the U.N.'s mediator, Dr. Frank Graham, negotiations have broken down completely on how and when occupying forces—Indian troops and the 40 battalions of "free forces" Moslem militia shall be disbanded or removed.

During the impasse India has also created a puppet "Constituent Assembly" in the part of Kashmir it controls. The assembly represents only a Hindu minority but purports to represent the whole state. On this flimsy claim the assembly voted to "accede" to India on Jan. 26 of this



HERBLOCK COMMENTS IN WASHINGTON "POST"

year. It was this deadline which caused the Security Council last month by a vote of 10 to 0 (Russia abstaining) to reaffirm its previous four resolutions calling for the plebiscite which India has time and again pledged to hold. But in the debate, the Indian chief delegate, V. K. Krishna Menon, not only denounced the resolution but argued that the purported "accession" was now a *fait accompli* which invalidated all past promises of a plebiscite. He sounded like the defendant Abraham Lincoln described, who, having murdered his parents, pleaded for mercy on the grounds that he was an orphan. Nehru has strong internal political reasons for his intransigence since he faces an election this year. But he has no moral position before the world on this issue and his attempts to establish one are hypocritical.

Pakistan is now appealing to the Security Council to use its newly created expeditionary force to bring about the demilitarization of Kashmir, the lack of which is the only genuine obstacle to a plebiscite. Before any such drastic step is taken the U.N. should exhaust every possible means to get India to join in the action.

One very useful step might be for the Council to ask some person of great international prestige (possibilities: Trygve Lie or Paul-Henri Spaak) to go to India and Pakistan for the specific purpose of seeking an agreement to let a U.N. force take on the disarming. Certainly the U.S., if it is to continue to base its hopes for peace on a stronger U.N., ought to take the leadership in such a move.

Kashmir is only the latest of many defiances of the U.N., Nasser's and Hungary's being freshest in memory. But if Kashmir is not the first defiance it may prove to be the climactic one. America can scarcely continue to base its foreign policy on the U.N. if India, one of the most enthusiastic champions of that idea, praises America for having only one set of principles (as shown in the Suez war) but demands a double standard of international morality for itself. Making the U.N. work means compliance, not defiance; working together, not creating divisions.

India, it must be said to its credit, did join in such an example of working together last week when, along with that other leading neutralist, Yugoslavia, it supported a U.S. resolution to make the U.N. Emergency Force in Egypt also responsible for neutralizing the Gaza Strip and the Gulf of Aqaba until Israel and Egypt work out a genuine peace. This resolution if adopted would be a step further toward strengthening the U.N., but it also heightens the irony of Nehru's defiance of U.N. decisions on Kashmir.

Kashmir is not really a question of enlarging U.N. powers, of pitting Western blocs against Afro-Asian ones, or of deciding between traditional friends and foes. It is at bottom simply a question of good faith—of whether the pledges made to the U.N. were made by honorable men whose word can be relied upon as good coinage.



KASHMIR'S LOCATION, next to five big Asian nations, makes area a dangerous spot for trouble.



# NEW! ITALIAN STYLE SPAGHETTI WITH 6 MEATBALLS



**SALUTE!** 6 beefy meatballs (count 'em . . . new thin-strand spaghetti . . . and a saucy, seasoned sauce that speaks Italian fluently. Plan to serve seconds. It's that good.

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Sing a song of sixpence, sing a little ballad.  
 Serve the King some Jell-O, fixed in a salad  
 The salad's so refreshing, the King is overjoyed--  
 And four and twenty blackbirds are now unemployed.

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QUOTED AFTER BURNING FOR TWO HOURS, THE CRASHED DC-6A LIES IN SNOWY DARKNESS ON RIKERS ISLAND. FIREMEN (FRONT) FINALLY CONTROLLED BLAZE

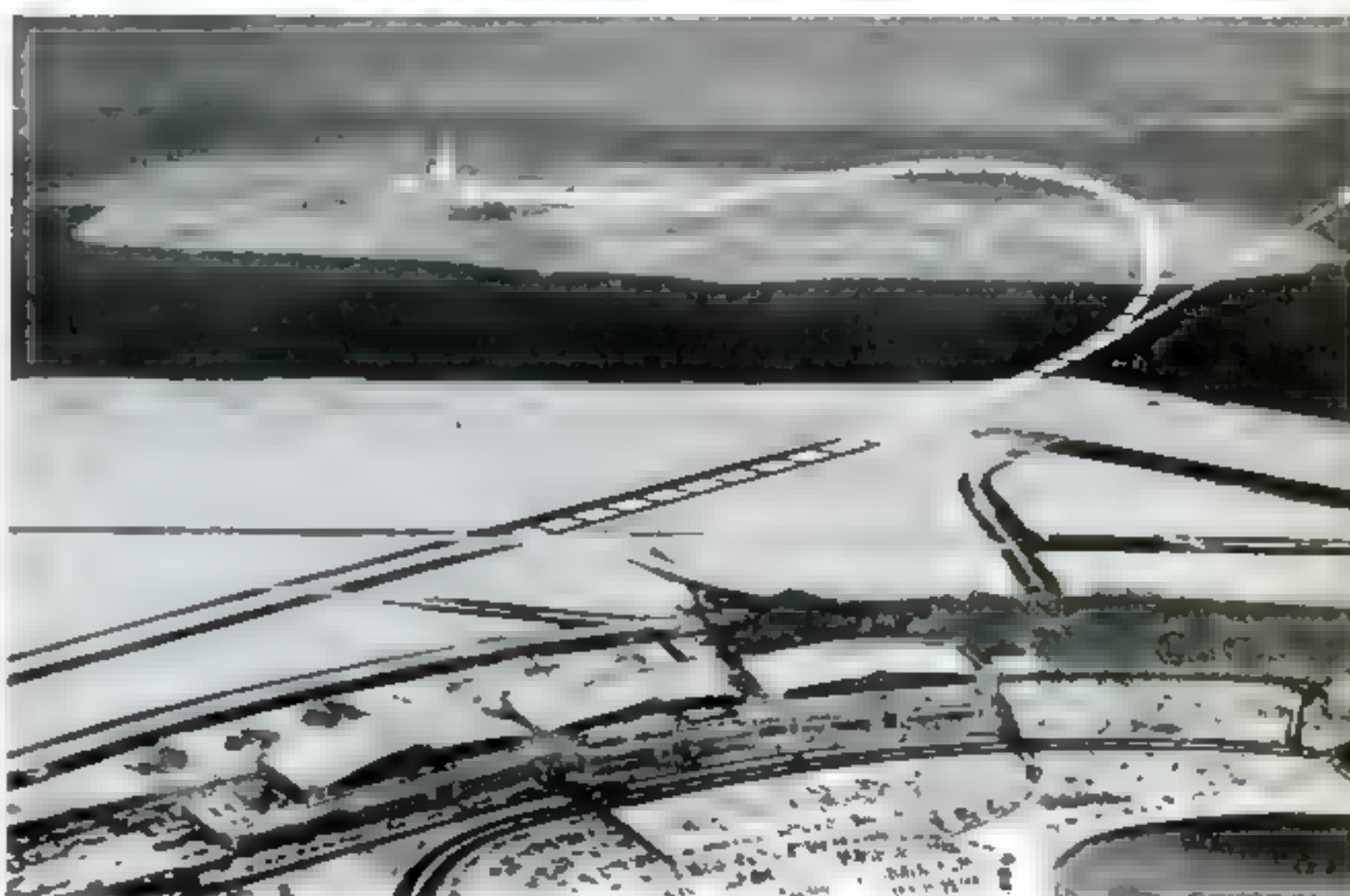
# DISASTER IN THE DARK

## New York crash caps tragic days in the U.S. air

The burned out DC-6A slumped in the snow had been airborne for less than a minute on Northeast Airlines flight 823, New York to Miami, when the copilot cried, "Ground coming up!" A terrific impact ripped the left wing, the ship burst aflame, slammed down and plowed 400 yards to a stop on Rikers Island, site of the New York City Penitentiary. Passengers struggled out any way they could. Help, including 50 trustees from the penitentiary, came swiftly to rescue the 81 passengers stunned with pain and shock and sadly to gather the bodies of 20 others who died.

Air experts thought that ice forming on the wings or in the carburetors might have downed the plane. The crash, which caused Northeast's first passenger fatalities, also capped a disastrous time in the U.S. air. In three days there were four other crashes, one of them a mid-air collision over California (p. 44), and the toll rose to 33 dead, nearly 150 injured.

IN PRISON HOSPITAL on Rikers Island, the prisoners peer at a stretcher case from the crash which awaits transportation to one of the New York hospitals.



FATAL FLIGHT PATH from LaGuardia to Rikers is shown by heavy dotted line. Arrow shows skid of plane on ground. Line going off to right marks normal path.



CONTINUED



## ANXIETY, AGONY, DEATH

The DC-6A disaster was a harrowing thing to untangle. The dead lay shrouded in the snow, many maimed beyond recognition. Distraught victims huddled in the prison hospital where they got first aid and waited to be ferried from the island to New York hospitals. Families that had been on the plane together were separated and wracked with anxiety—or broken by bereavement. The captain of the plane, who survived, was in a state of shock. Twice before, planes he piloted had been involved in mishaps at LaGuardia but in neither case had there been any fatalities.



**SURVIVOR** on stretcher is ferried from island to New York hospital. This is first ferry trip, which took seven most seriously hurt, arriving at New York dock.

**THE DEAD** were covered with blankets where they lay while the police and firemen hunted for others in the wreckage. Later the bodies were taken to morgue.



## A MAN FIGHTS FOR WORD OF HIS WIFE AND HIS SON



**FRANTIC FATHER.** Robert Selmonsky, a Syosset, L.I. lumber dealer, had wanted to take his pregnant wife Sandra and their 2½-year-old son Gary off the plane because he was worried about the snowstorm.



But the plane finally took off and Selmonsky drove away when "All of a sudden I saw this big red flash in the sky. . . . Then a couple of minutes later the radio says there's a crash." Selmonsky wheeled

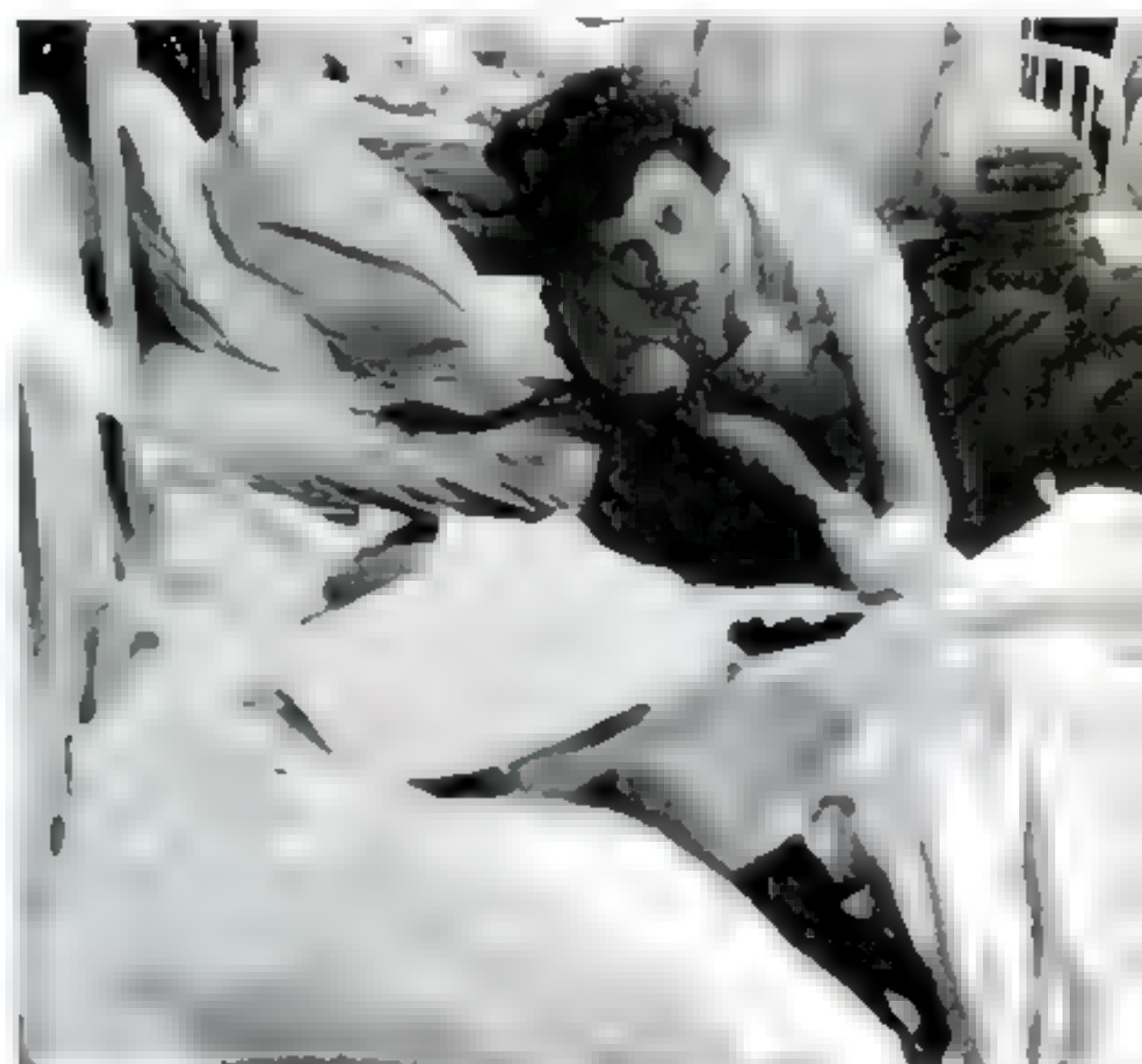


around and rushed to the airport's Marine Air Terminal (left). He was not allowed to get on the Coast Guard boat (second from left) which was taking doctors and nurses to Rikers Island. He went to the





**SAVED INFANT**, 18-month-old Ray Lassell, is held by doctor while his parents are on way to treatment.



**ANXIOUS DAUGHTER**, Gloria Chadwick, comforts burned mother, Mr. Chadwick died in crash.



Northeast Airlines office (*center*), then telephoned and was told his wife and son were safe on Rikers island (*above*). He finally made it to Rikers by ferry, later took his exhausted family home (*right*).







IN CALIFORNIA HOSPITAL, Dr. Frederick Gruneck and Albert Ballou comfort Mrs. Ballou (left) as she hears that her son lost his left leg, ripped by a



fragment from the fallen DC-7B. Ballou himself breaks down (center) but wife recovers to promise Albert Jr. (right), "We'll get you the best leg there is."



## ANGUISH IN A SUBURB AS TRAGEDY IN SKIES STRIKES A SCHOOLYARD

In the junior high school of Pacoima, a Los Angeles suburb, 12-year-old Albert Ballou was on his way to the gym. "I started running," he sobbed afterward. "Way up in the sky I saw the plane coming." The plane was a DC-7B on its maiden flight. Suddenly the copilot radioed, "Mid-air collision! . . . Say goodbye to everybody." The plane had crashed with a twin jet F-89, out on a radar-testing run. The F-89

plummeted into the hills, but the DC-7B fell on Pacoima and the spray of debris cost Albert Ballou his leg. It wounded 73 other children and killed two. Of the planes' six crewmen, only one lived.

After this tragedy the Civil Aeronautics Administration proposed setting up areas for test flying away from populous sections. President Eisenhower called for a new study of air safety.

MILLING AROUND THE SMOKING WRECK OF THE DC-7B, HARRIED PACOIMA RESIDENTS EXAMINE THE DAMAGE DONE TO THE STREET AND SCHOOL PLAY FIELDS







Wall is of 4' x 8' Birch V-Plank panels. Birch is facing for built-ins and for Bi-Fold closet doors which have cores of non-warping Novoply.<sup>®</sup>

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**Comes finished, waxed and rubbed like fine furniture, and costs only \$65 for a full 12-by-8-foot wall**

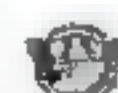
Birch is a naturally beautiful wood. But Weldwood's fine-furniture finish makes its beauty even richer. Saves you the time and trouble of finishing, too.

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—like America's own Oak and Walnut, and exotic imported woods like Samara<sup>®</sup> and Korina<sup>®</sup>—achieve the full richness of nature. They're decorating dreams.

You'll love the way Weldwood Paneling grows more beautiful with time. And you never tire of its easy-to-care-for beauty; it wipes clean with a cloth. Just as important, every installation of Weldwood Paneling is protected by a lifetime registered guarantee. See Weldwood Paneling at your lumber dealer's or any of our 87 offices. New York Showroom: 55 West 44th St. In Canada: Weldwood Plywood, Ltd.

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*Libby's* Sauerkraut and kabobs give a bright lift to budget eating!

It's sure to bring the folks a-running! . . . the tantalizing flavor of Libby's Sauerkraut . . . the spicy aroma of sizzling frankfurter kabobs

Put a can of Libby's Sauerkraut in a covered casserole and slip it into a moderate oven to heat. (Libby's is the Old-Country kind—with its long, crisp, light shreds, slow-cured for a nice mellow flavor.) Meantime, cut frankfurters into pieces. Place on skewers with Libby's Small Whole Potatoes and slices of Libby's Sweet or Dill Pickle. Then a brush of butter or margarine—and pan-brown.

Top the kraut with kabobs—and you're ready with a tangy, rib-hugging dish that belies its small cost.

Libby, McNeill & Libby, Chicago 9, Illinois

## 2 BRAND NEW IDEAS FOR SOUP AND SALAD

**Main-dish soup:** Heat 2 tbsp. chopped onion and 1 can Libby's Vienna Sausages (sliced) in butter. Add #2½ can Libby's Sauerkraut, 3 c. water, 3 tbsp. brown sugar and 3 bouillon cubes. Heat.

**Crisply different salad:** Toss sliced green pepper, celery, radish and onion with drained Libby's Sauerkraut. Serve with tomato and greens. Add French dressing.







THE PRINCE PEERS AT NEW YORK THROUGH RAIN

## A PRINCELY SCENE-STEALER

King Saud's son is star of visit

To the U.S. last week came an appealing little boy with large dark eyes that mirrored his wonderment and occasional trepidation (*below*) at the strange new land. He was Prince Mashhur of Saudi Arabia and he had come along on a state visit with his father, King Saud.

The prince's father is one of the world's last absolute monarchs, whose ways of ruling many U.S. citizens find repugnant. But in the explosive Middle East King Saud has become vital to U.S. plans for keeping the peace. In Washington, accordingly, the king got full diplomatic honors. Among those paying court were officials of the four U.S. companies comprising Aramco, which pays the king \$300 million yearly in oil royalties.

The king had U.S. public relations experts to smooth his way, but none could improve on the little prince who, in hood and cloak, stole the scene from his father at every turn. As the king began conferences on U.S. aid for his nation, the prince got help for himself—expert medical attention for a crippled arm and leg.



SHUSHING HIS SON, the king muffles a cry as they leave the airport with President Eisenhower.

WATCHING WIDE-EYED, the prince peeks past royal aides to see arrival ceremony in Washington.



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OUT OF FOCUS?**



When upset stomach, heartburn, gas or other symptoms of acid indigestion cause you distress, simply

**Take Minty Phillips' Tablets**

**FEEL FINE  
AGAIN FAST!**



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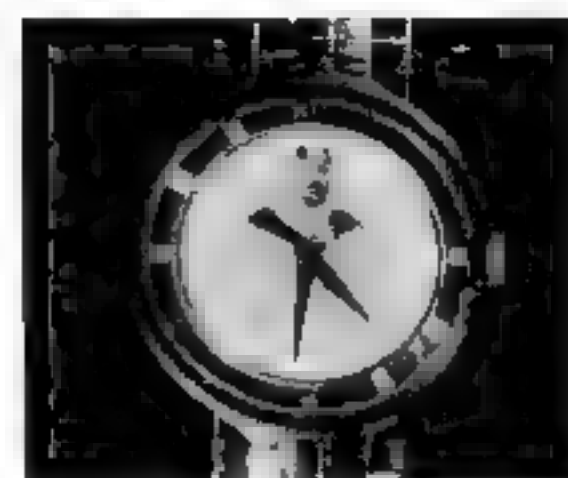


**PHILLIPS'  
TABLETS**

**Saud Visit** CONTINUED

## ROYAL RECEPTIONS, VITAL TALK

With a 75-man entourage and gifts (right) for services rendered, King Saud began a round of receptions and official conferences. Prime subjects under discussion were renewal of the agreement permitting the U.S. to maintain its airbase at Dhahran, military aid to Saudi Arabia (the king asked \$250 million worth) and economic aid. The U.S. hoped to win Saud's backing for the Eisenhower plan to defend the Middle East against Communist aggression and sought his aid in ameliorating the Suez Canal and Arab-Israeli conflicts. The talks, said Secretary of State Dulles, were going "extremely well."



**KING'S GIFT** to ship's captain was a personalized wrist watch.



**IN NEW YORK** at reception in the Waldorf-Astoria, King Saud (left) greets Mrs. Yacoub Osman, wife of a U.N. delegate. Next to the king is his private secretary.

**IN WASHINGTON** king smiles at Mrs. Pat Nixon at luncheon the Vice President (center) gave for Saud. President, king gave formal dinners for each other.

**IN WHITE HOUSE** King Saud joins President for private talk that lasted over two hours. They had a second private talk, a third including Dulles, other officials.



**CONTINUED**





*Bernard P. Gimbel, Chairman of the Board, Gimbel Bros., as photographed by Peter Benech*

## **"Nothing but nothing gets things done like telegrams," says Bernard Gimbel**

"Nobody but nobody undersells Gimbels," says the Chairman of the Board of Gimbel Brothers. "And living up to that promise really keeps us stepping. For instance, we buy carpet by the carload—but only after we've checked enough other sources to make sure the price is as low as possible. A business operation like this means we often must move at a moment's notice. That's where the telegram can't be beat. Bids are placed fast and in writing—avoiding costly misunderstandings."

More than a million times a day, business finds it

wise to wire. Telegrams quote prices, confirm orders, route shipments; telegrams provide business with the facts and figures which are its lifeblood. Speed plus the written record make the telegram essential to American business.

**DO YOU KNOW** about these other Western Union services? *Market Surveys:* from a one-town check of dealers to nationwide sampling of consumer buying habits . . . *Charge it:* any time, any place, you'll find it's easy to charge a telegram either to yourself or your company.

**WESTERN UNION**  
TELEGRAM

**ON ANY OCCASION . . .**

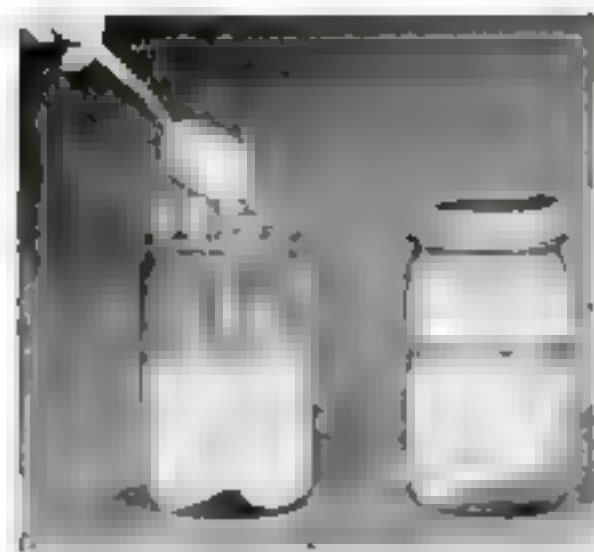
**IT'S WISE TO WIRE!**





## New NORGE Dispenser Wheel Washer Gets Clothes Up to 39% Brighter, Cleaner...Lint-Free, Too

**AUTOMATICALLY MAKES BRAND NEW KIND OF RINSE WATER TO BANISH DULLING SOAP FILM FOR GOOD!**

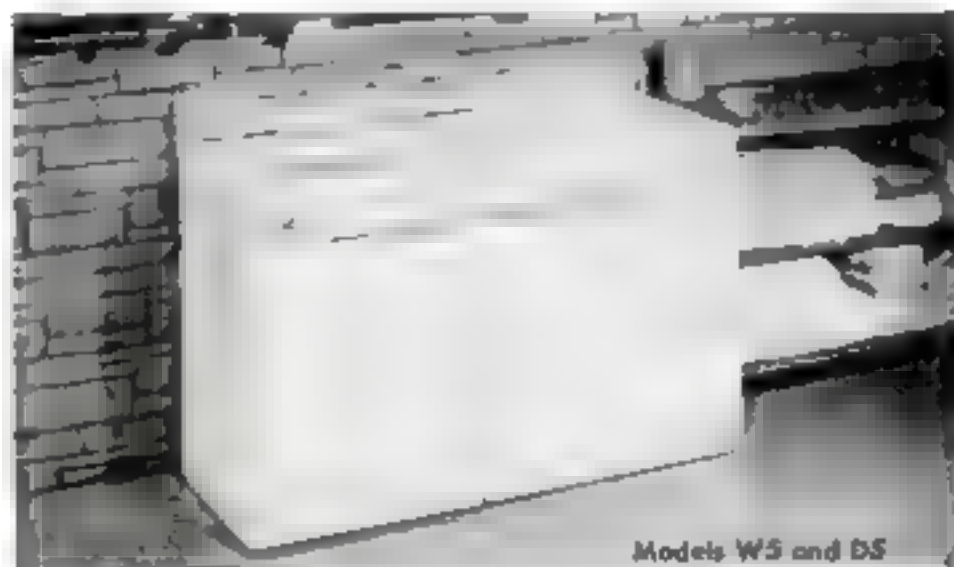


Prove it to yourself! Drop a clean handkerchief into a jar of water. Add a spoonful of non-sudsing Calgon. Shake. Note how the dulling soap film suds itself away. The same thing happens to all your wash in the new '57 Norge—first and only washer to add Calgon to the rinse automatically. White things come out shades whiter. Colors come alive. Clinging lint is floated away.

### LOOK AT THESE OTHER BIG NEW FEATURES!

- Hot or Warm Wash Selector
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See this amazing new washer demonstrated at your Norge Dealer's today!



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## Saud Visit CONTINUED

**KINGLY KISS** is given by Saud on visit to Prince Mashhur at Walter Reed Army Medical Center where the prince was undergoing tests on his paralyzed arm and leg. Prince was given the presidential suite at the hospital.



**PRINCELY PLAY** found Mashhur holding fingers in ring to his eye, mimicking the photographers. His robe and pajamas are decorated with names of U.S. railroads. He wears new shoes made to correct leg deformity.







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Combines 3  
scientific  
discoveries to  
help your skin  
look younger  
and chiffon-fine

The minute you smooth on a film of fluffy petal-pink Satura it disappears into your skin and begins working 3 exciting ways:

**1. Estrogenic hormones**, 10 000 vita units per ounce, work actively beneath the skin... restore your diminishing natural hormone supply... help smooth out and cushion away lines and tiny wrinkles!

**2. Special moisturizers** slow down the excessive evaporation that dries your skin and makes it old-looking. They also pull moisture from the air and leave it mistily on your skin to give you that younger, dewy look.

**3. Vitamin A** staunchly guards your skin against flaky, scaly dryness.

Satura has proved itself over and over again. Tonight and every night, wear silky, greaseless, invisible Satura... the very essence of today's most important beauty discoveries! 2 ounces, \$3.50. 4 ounces, \$5.00.

**Salon Secret:** smooth on a film of Satura in the morning under make-up.

In Canada, too.

For beauty the modern way

## Dorothy Gray



# GARDEN-FRESH TASTE

from the heart of America's farm lands...captured in cans by

**Stokely-Van Camp!**



## **Stokely's Finest Cut Green Beans**

- ✓ Greener than other beans—sure sign they're loaded with vitamins.
- ✓ Crisper—you'll think you snapped 'em yourself.
- ✓ Better-tasting—no matter how you fix 'em.



## TELEVISION



**TEACHER ON TV.** Van Doren loses eyes to concentrate on question at his latest quiz appearance.

# A Teacher's Big Take

**ACADEMIC KNOW-IT-ALL GETS \$122,000 ON QUIZ**

As for today's 30-year-old Charles Van Doren, can remember, none of his questions was left unanswered. If he asked a question at home — as at home as Port Mark Van Doren — he was told the answer, or he looked it up. He kept looking things up. Learning averages, biophysics, blues songs. He studied classics at St. John's College, where nobody specializes in anything, then quantum mechanics at Cambridge. Now an English instructor at Columbia University, Van Doren is spouting answers instead of searching for them. His enormous collection of facts had won him \$122,000 on NBC's *Twenty-One*, the record for quiz show winners.

Van Doren has been on the show ten weeks and proved to know much more than other contestants about subjects ranging from the gutter to diallophyta. His TV take is nearly 30 times his teacher's pay and by the show's rules, there is no limit to the amount he can win.



**VAN DOREN TRIO.** 16-year-old Charles (right) poses with father and brother John in 1942 at home.

**TEACHER IN CLASS.** Van Doren says TV appearances make scholars seem less remote to public.







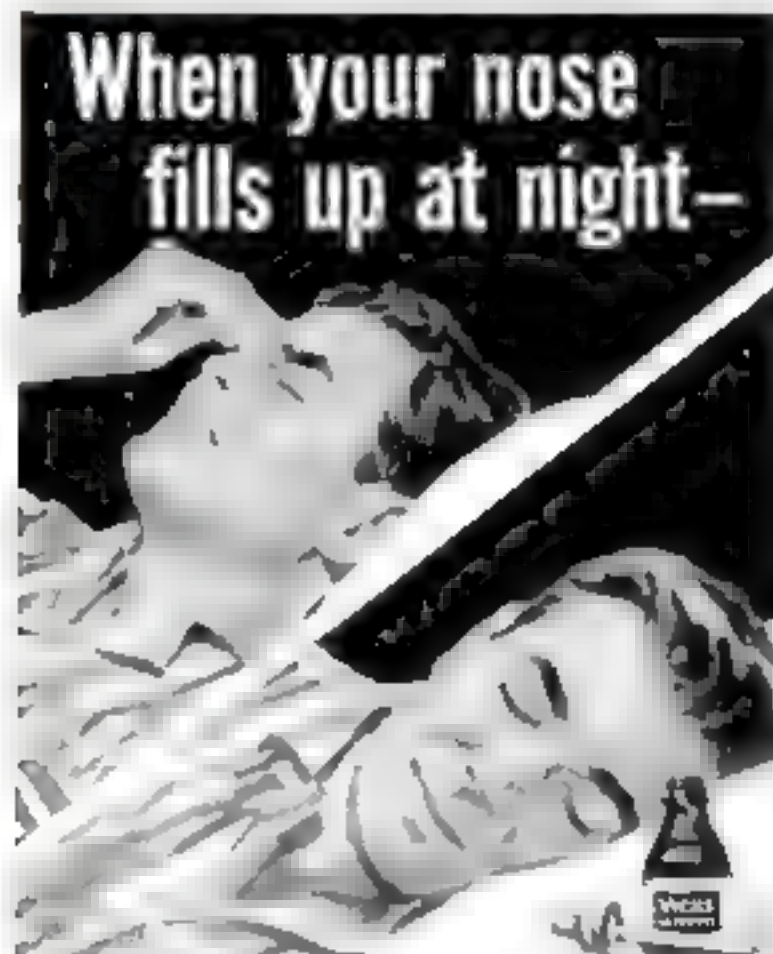
"I'll 'Bloody Mary' you! Get your own bottle, Rodney!"

Angostura leads a double life! Nowadays, Rodney needs a second bottle for the bar (Bloody Marys, Whiskey Sours, Tonic drinks, Whiskey on the Rocks), while his lady fair uses Angostura in soups, sauces, stews and salad dressings. Have you tried Angostura these two delicious ways yourself?

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INDISPENSABLE IN DRINKS...IRRESISTIBLE IN FOODS!



When your nose fills up at night—  
**Open up your nose—  
BREATHE AGAIN—  
SLEEP AGAIN!**

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Va-tro-nol® Nose Drops! A few drops up each side of your nose, as directed in package, and... your nose opens in seconds. You can breathe again!

Nothing works like Vicks Va-tro-nol Nose Drops to open a stuffed up nose. Use it! Breathe again! Sleep again!

**VICKS VA-TRO-NOL**  
NOSE DROPS

### What Do 3 Out of 4 Doctors Recommend to Relieve Pain?

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin gives you better total effect in relieving pain than aspirin or any buffered aspirin:

- **ACTS INSTANTLY:** Anacin goes to work instantly. Brings fast relief to source of your pain.
- **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of effective, medically proven ingredients.
- **SAFER:** Anacin simply can not upset your stomach.
- **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin today! **ANACIN®**



### TEACHER'S TAKE CONTINUED



**STRUMMER**, Van Doren works over folk tunes on his guitar. He learned to play the instrument in a few weeks after a girl invited him to attend a New York folk song fest.



**AUTHOR** goes over the proofs of *Lincoln's Commando*, book about Civil War on which he collaborated. Van Doren lives in a tidy Greenwich Village \$70-a-month apartment.



**CORRESPONDENT**, he replies to most of the queries put to him since he became rich. Books on shelf beside him are from his studies at St. John's College in Annapolis, Md.



# What does your handwriting reveal about you?

*I love you*

*I will not!*

*Dearest Otto*

**Round letters**—You're easy-going . . . may have trouble making up your mind. When you buy a pen, though, it should be *easy* for you to make up your mind about exactly the right point. Esterbrook offers 32 points—one for every writing personality.

**Bold and strong**—There's no nonsense about *you*! Heavy lines and emphatic punctuation show you're strong-willed and stick to your decisions. Better get one of Esterbrook's strong, broad, stub points to express your strong personality.

**Neat and precise**—Otto's going to get eyestrain reading *your* tiny writing. It shows you're careful and like to handle details. You'd be smart to get one of Esterbrook's thin-line points, or maybe even the special bookkeeper point.

*Polly Sue King*

*Prostitution*

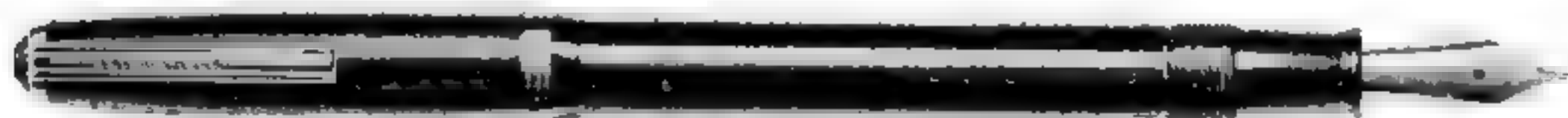
*Good luck*

**Very fancy**—All these curlicues show you are artistic and imaginative . . . love to see and make beautiful things. You'll be happiest with one of Esterbrook's flexible points to express your true creative self in your handwriting.

**Mixed-up writing**—When your letters go every which way, it shows you're likely to be uncertain and suspicious. But there's one thing you *can* be sure of: an Esterbrook Pen is the world's finest *writing* instrument. The cost—a modest \$2.95.

**Fast and fearless**—Headlong, confident writing shows you're probably generous . . . may be a spendthrift. Why *waste* money? A \$2.95 Esterbrook Pen can last a lifetime. Because a damaged point is replaced in seconds at any pen counter for 60¢.

## Choose exactly the point for you from Esterbrook's 32.



**Esterbrook**

\$2.95 and up

Here are 5 of Esterbrook's 32 points

*student*  *shaded writing*  *general writing*  *Signature Stub*   *Gregg Shorthand* 

Prices slightly higher in Canada.





# Enter Johnson & Johnson's

# \$75,

**49 Scholarships in all!** If you are under 17, you can win one for yourself. If you are over 17, you may win one for your child or for any one else under age 17 you may designate. All you have to do is complete (in 50 words

or less) the following statement: "*A good education is important because . . .*" There is nothing to buy . . . no box tops to send in! The contest will be judged by 13 of America's leading educators and public figures.



No connection with American National Red Cross.

# Johnson & Johnson



## Grand Prize: **\$10,000** Scholarship

2 Second Prizes **\$5,000** each

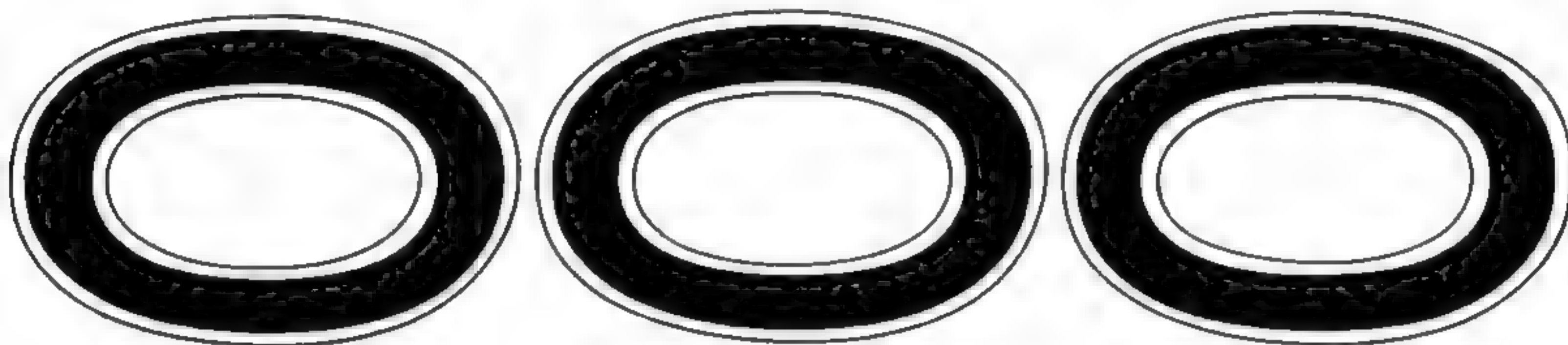
4 Third Prizes **\$2,500** each

6 Fourth Prizes **\$1,500** each

36 Fifth Prizes **\$1,000** each

All prizes in paid-up policies for education guaranteed by  
**Mutual Benefit Life Insurance Company** of Newark, N. J.

# Scholarship Contest



### To win a scholarship, follow these rules:

1. In 50 words or less complete the following statement: *A good education is important because . . .* Use a plain sheet of paper with this Official Entry Blank.
2. Submit as many entries as you like to Johnson & Johnson Scholarship Contest, P. O. Box 9, Mount Vernon 10, New York. *Nothing to buy—no box tops necessary.* Entries must be postmarked no later than May 4, 1957, and received by May 14. Entries must be original work of contestant.
3. Contest is open to any individual of any age in the United States and Canada, except employees and their families of Johnson & Johnson and its affiliated companies, and of Mutual Benefit Life Insurance Company and its agents, and their advertising agencies.
4. Only persons under age 17 years and 1 month (as of May 14, 1957) are eligible to receive the policies for education. A contestant over that age must designate a person below the age of 17 years and 1 month to receive the policy for education. In naming somebody else, name, address and age of both contestant and designee must be filled in on entry blank.
5. Contest subject to Federal and state laws. Entries will be judged by the Reuben H. Donnelley Corporation and an independent panel, on the basis of originality, sincerity and aptness of thought. Judges' decisions final. No entries returned. All entries become the property of Johnson & Johnson. Duplicate prizes in case of ties.
6. Awards of policies for education will be presented to the contestants or designee upon completion of the judging. Prize winners will be notified by mail. Policies will mature when the recipient reaches age 18. Only one prize per family.
7. List of winners on request. Stamped self-addressed envelope required.

**Use this coupon to enter . . . fill out and attach to your entry on plain sheet of paper!**

Your name \_\_\_\_\_

Your age, if scholarship is for you \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**If scholarship is for someone else, fill out form below also.**

Name of Designee \_\_\_\_\_

Age \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

L



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CLEANS  
CLEANS**

**YOUR BREATH** while it

**GUARDS  
GUARDS  
GUARDS**

**YOUR TEETH**

Like Colgate Dental Cream!



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BOTH BAD BREATH AND TOOTH DECAY  
...With Just One Brushing!

Unlike other leading toothpastes,  
Colgate's forms an invisible, protective  
shield around your teeth that fights decay  
all day . . . with just one brushing! Gives  
you a cleaner, fresher breath all day, too!  
Ask your dentist how often to brush your  
teeth. But remember! No other leading  
toothpaste\* cleans your breath while it  
guards your teeth like Colgate Dental  
Cream with Gardol!

**SAFE** for Children of All Ages!  
to Use in All Water Areas!  
Makes teeth whiter—  
cannot stain or discolor!



GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAURYL SARCOSINATE.



REFLECTED SUN BATH IS ENJOYED BY MRS. MOLZOW (LEFT), DAUGHTER TRICIA, 10, AND MRS. STANLEY SEYERSON

## Sun Bath in Zero Weather

In Neenah, Wis. the thermometer had fallen to zero, but Mel Molzow was sun-bathing on her back porch in temperatures as warm as the Caribbean. A sun-lover who wanted to bask all year round, Mrs. Molzow rigged up her own sun trap. First she enclosed the sides of her sun deck with plywood and covered the inner side of the plywood with aluminum foil. Then she put foil on three bigger plywood pieces and a bedroom screen. She arranged these as reflectors around two mattresses, fixing a rope so she could tilt the ones against the house to catch the sun. The reflectors work so well that the temperature around the mattresses gets as high as 120°. Bathing every sunny day, Mrs. Molzow has acquired a wonderful winter tan.

**SNOW BATH** brings cool relief to Mrs. Molzow from intense overheating of her morning sun bath.





Kraft gives you sliced Swiss cheese  
with the **fresh-cut** taste!



You like your natural Swiss cheese tender and fresh . . . with a rich, nut-like flavor?

Then get the handy slices that taste as though they had *just* been cut from a big Swiss only a few minutes ago!

Kraft Natural Swiss Cheese slices—with *all* the goodness that has made this type of cheese the natural partner of beverages. And Kraft Natural Swiss is

specially sealed to hold the fresh-cut flavor in every morsel.

Do take a taste:

**It's great with the brown bottle**

**Great with the green bottle**

**Great with cola drinks**

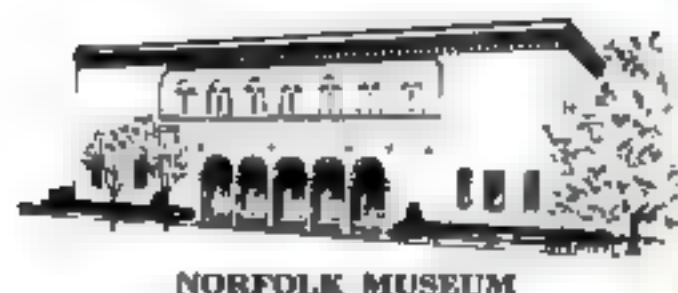
**Great with tea and coffee**



**The cheese that belongs with beverages**  
**Kraft Natural Swiss Cheese *sliced***



MUSEUM  
DIRECTOR'S  
CHOICE



NORFOLK MUSEUM



## Oriental View of Occidental Scholar



JOHN D. HATCH JR.

*This is the last in LIFE's series of works of art which U.S. museum directors have chosen as their own favorites in their museums. This portrait by a 19th Century Japanese artist was selected by John D. Hatch Jr., director of the Norfolk, Va. museum, who writes:*

In 1853, during Commodore Perry's famous trip to Japan, an unknown Japanese did a series of paintings of Perry and his crew. To me the most remarkable is this portrait of Samuel Wells Williams, Perry's interpreter.

Williams had lived in the Orient for 20 years before

joining Perry and he later became the first professor of Chinese at an American college—Yale. The Japanese who painted him was particularly taken with Williams' spectacles and Anglo-Saxon beak, but he did not overlook the disheveled hair, pale face and long fingers that unmistakably classify the interpreter as an intellectual. All these elements are worked into a simple, strong design with the deft drawing for which the Japanese are noted. Had it been done in our own literal 19th Century style, I wonder if so much of the man could have been revealed with so little apparent effort by the artist.





## Real maple flavor—that's the secret!

Log Cabin Syrup has real maple flavor because it's blended with real maple sugar. That's why golden Log Cabin Syrup is the secret of better-tasting French toast!

- Idea! Ask for the new, thrifty 48-oz. family size can.

Product of General Foods











# PUSHBUTTON DEFENSE FOR AIR WAR



A FOUR-STORY CONCRETE BLOCKHOUSE CONTAINS A COMPLETE SAGE UNIT

## Complex SAGE system is built by U.S. to stop enemy bombers

When the mysterious-looking building above was erected recently on a U.S. Air Force base, a rumor circulated that because it has no windows it must be a gymnasium for Wafs. But it is blacked out for reasons of national—not feminine—security. It is one of many identical structures now nearing completion at key military bases in the U.S. to house the sensitive components of a new system of electronic air defense called SAGE. This is an abbreviation for Semi-Automatic Ground Environment, which means that the system is monitored by humans and is concerned with the threat of enemy bombers.

The function of SAGE is to collect, sort and memorize the thousands of scattered facts about aerial activity over most of the continent which constantly pour into defense centers. Until SAGE is completed this work will be done as in the past with slide rules and plotting boards. But the old method is sadly outdated, for in modern jet-speed warfare planes can come in so fast that not even a task force of mathematical geniuses could possibly make the necessary calculations in time to counter an attack. SAGE utilizes, in each of its structures, a huge electronic computer to assemble the incoming reports from radar or ground observers and to commit these facts to memory. In an attack SAGE could identify the strange planes as enemy and could calculate their speed, range and direction. It can summarize these findings and present them so clearly that the Air Force men who monitor SAGE can sit quietly in their weirdly lighted rooms watching its consoles and keep their minds free to make only the necessary human judgments of battle—when and where to fight.

**OPERATIONS CENTER** is bathed in blue light to provide contrast for airmen who study TV-like screens which display data from SAGE computer in form of yellow symbols. Each man watches different view of aerial activity, uses colored buttons to switch views and to ask computer questions. Officer at left is watching paths of U.S. and enemy planes converging in a mock battle off Cape Cod on map.





**SAGE COMMAND POST** uses a screen to project enlarged photograph of mock battle first seen in blue-lighted Operations Center (*preceding page*). Local SAGE commander sits in center, flanked by staff officers who advise him on defense

countermeasures. In foreground is display console to which he may refer for detailed view. Arrow pointing at converging paths of enemy bomber and U.S. interceptor sent to shoot it down is projected from special flashlight at command desk.





**MAPPING CONSOLES** display incoming data to airmen who see radar images of all that SAGE is gathering before armlike photoelectric devices which arch over the scopes, pick up pictures and send them on to computer to be memorized

Operator of control panel at left can, at request of radar men, ask computer for more information about what they see on their scopes. Soft yet low lighting is used for contrast in this room because radar images are displayed in blue

## A MARVELOUS MEMORY FOR ALL THAT FLIES

SAGE represents a massive scientific achievement. It was developed by the Lincoln Laboratory of the Massachusetts Institute of Technology for the Air Force's huge Air Research and Development Command. The phenomenal electronic brains, which make SAGE possible, are built by International Business Machines Corporation. Each SAGE computer contains 123 miles of wire and 58,500 separate tubes to keep it working. But despite this complexity IBM produces them on a production line basis.

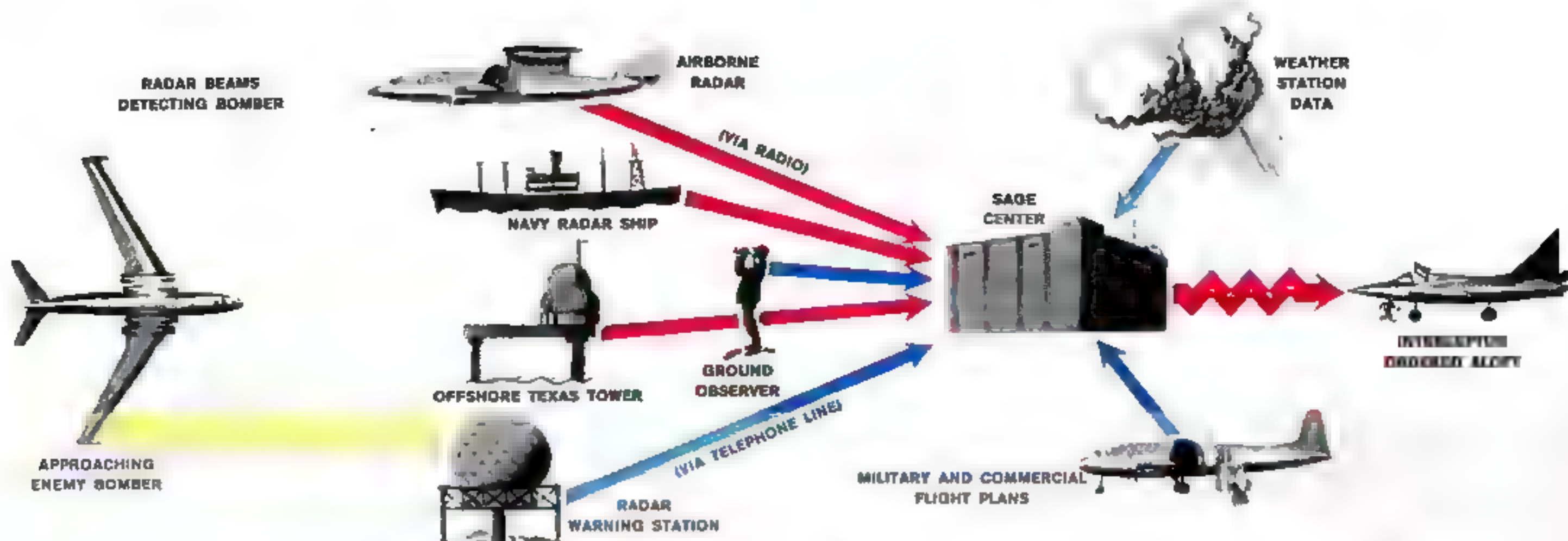
Even on a calm day, with no enemy planes in sight, the IBM computers automatically digest, and memorize, details of the 30,000 scheduled flights over North America each day. Each of these flights is given a tracking number, preceded by the letter "F" for friendly. But when a strange plane appears for which the computer has no "memory" record, it is given a new number of its own and is tentatively marked with an "H" for hostile. Then, while the officers at SAGE alert higher headquarters, the computer carefully follows every move of the plane marked "H" and determines for them its exact altitude, speed and direction of flight.

**LIGHT GUN** is aimed by airman at unidentified plane image on screen. Photoelectric cell in gun sends position of image to computer which searches memory and then displays the information it has in form of symbols on the console



CONTINUED





**CHART OF SAGE** shows how it collects warnings from ground observers and network of radar planes, ships, "Texas towers," and land stations across North America. Much of the network, including two Texas towers and a radar belt across

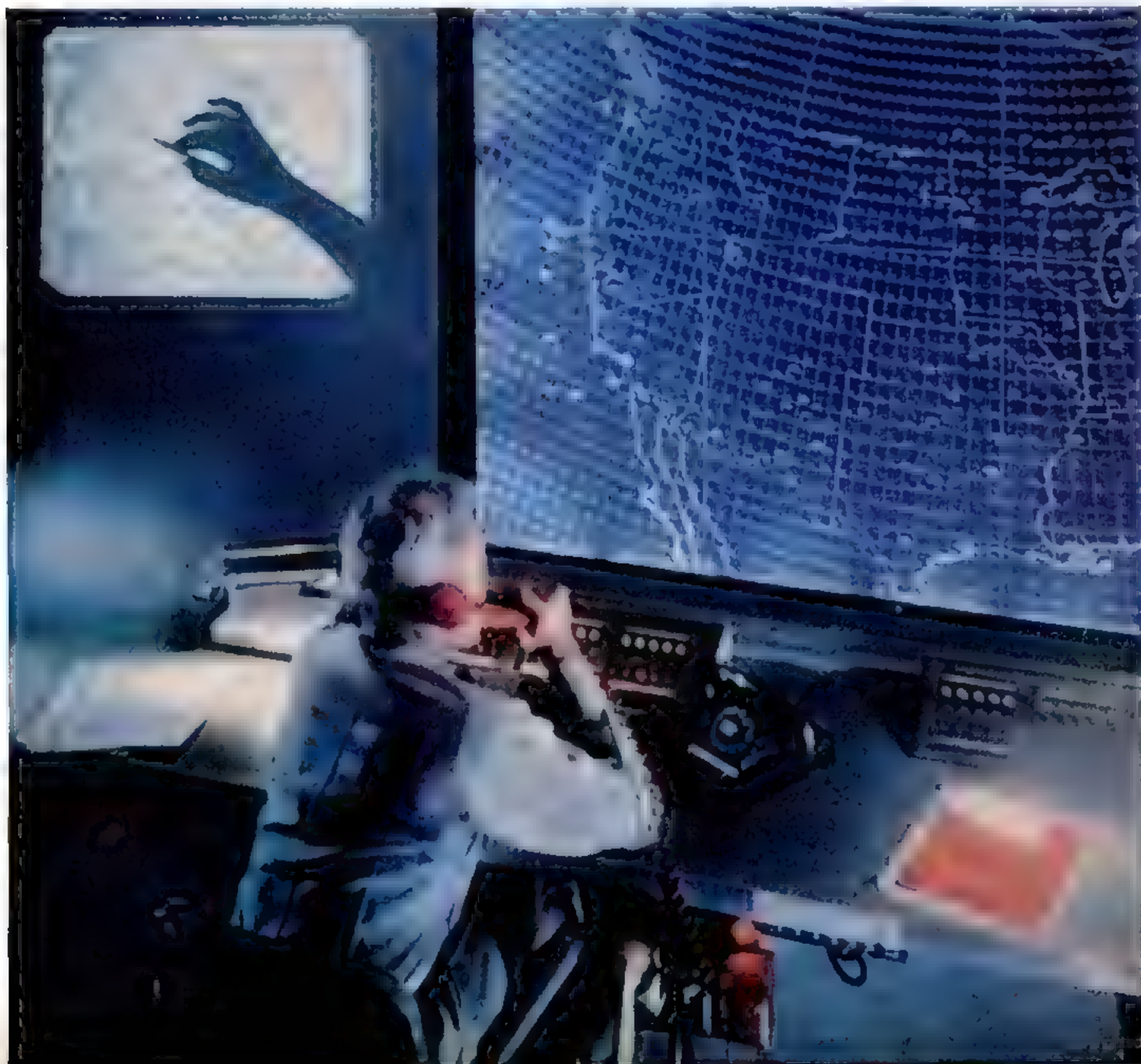
Canada, is operating now. SAGE also gets weather reports and flight plans of all friendly planes flying through its area. Red lines indicate use of radio to transmit data and control interceptor planes and missiles. Blue indicates telephone lines.

## FLOW OF FACTS, RED PHONE, ROCKETS FIRED

It is not SAGE but the men it reports to who decide whether a plane is actually hostile and should be attacked. But SAGE tells which of the many U.S. interceptors or guided missiles on hand are in the best spot to do the job. Once the counterattack is ordered, SAGE takes over again and actually flies the interceptors by sending radio impulses which guide their automatic pilots. SAGE keeps track of their fuel and if the first interceptors are running low it scrambles a second group to take over.

SAGE units will be linked together across the U.S. so that if the enemy

tries to evade attack by veering off to one flank or the other, an adjacent computer automatically takes charge to finish the mission. Information from all SAGE units flows continuously by telephone line and radio to the top air defense command post at CONAD in Colorado Springs. Here officers can see the entire aerial front at a glance and summon extra help by picking up their special red telephones which connect CONAD directly to the White House, the Pentagon and to all U.S. air defense commands, including Army missile bases and Navy and Marine Corps air bases.







← **COMMAND DECISION** is made at Continental Air Defense Command headquarters in Colorado Springs where officer, watching reports from SAGE outlined on screen by hand of briefing officer, alerts Pentagon and air bases by red telephone.

**QUICK ANSWER TO THREAT**, U.S. F-102 interceptor like this one would be firing its rockets within minutes after SAMs received its first radar warning of enemy bombers' approach and started interceptor to correct spot for the kill.





### Spaghetti with Meat Sauce

Here's a neat trick for making real Italian-style spaghetti and meat sauce.

Just heat and pour piping hot Chef Boy-Ar-Dee Sauce with Meat on spaghetti. Secret of this real Italian goodness is in the blend—tender, tasty beef and ripe red tomatoes seasoned to spicy perfection. Try Chef Boy-Ar-Dee Sauce with Meat on other dishes, too. See—and taste—the difference it makes in the flavor!



### Chef Veal with Mushrooms

1 lb. veal cutlet, thinly sliced  
salt and pepper  $\frac{3}{4}$  cup water

1 (15½ oz.) or 2 (8 oz.) cans Chef Boy-Ar-Dee Sauce with Mushrooms  
Brown veal cutlet in fat. Season with salt and pepper to taste. Pour combined Chef Boy-Ar-Dee Sauce and water over the veal. Simmer for 45 minutes or until tender. Makes 2 to 3 servings.

“Perfect ‘pour-on’ sauces...stirred with a fine Italian hand”



ITALIAN WOMEN in Castello San Pietro make spaghetti sauce as their grandmothers did. But you can enjoy the same Italian flavor by just heating Chef Boy-Ar-Dee real Italian-style sauces!



You enjoy an old Italian art—the art of sauce-making—each time you use Chef Boy-Ar-Dee Spaghetti Sauce with Meat or Mushrooms. For these rich, tempting sauces are as truly Italian as those made in sunny Castello San Pietro in the hills outside of Rome.

You know, the sauce is the secret of many a dish. So these are designed to add a tantalizing touch to meats and fish . . . eggs and rice. And, of course, there's no spaghetti like spaghetti with Chef Boy-Ar-Dee Sauce!

Chef Boy-Ar-Dee takes only the plumpest, sun-ripened tomatoes . . . cooks them for hours with juicy beef or tender mushrooms . . . adds a dash of this spice, a sprinkling of that, for real Italian flavor. And then, the sauce is ready for you to heat and pour on.

Make sure Chef Boy-Ar-Dee Spaghetti Sauces are on your shelf—and table—regularly. Try the economical family-size can.

real Italian-style  
**CHEF BOY-AR-DEE®**  
Sauces







ON HER JOB AS A PHONE OPERATOR JUDY HOLLIDAY PRETENDS THAT SHE IS A JOELY OLD SANTA CLAUS. TELLS A YOUNG LISTENER TO EAT HIS SPINACH

## JUDY AT THE SWITCHBOARD

**In 'Bells Are Ringing' Miss Holliday joins roster of first-rate musical stars**

Even though musical comedy is America's unique contribution to theater form, it has in the past 15 years produced only one first-rate, full-time female star. That was Mary Martin. This season it has a new one—Judy Holliday. Having conquered both stage and movies, Miss Holliday last year took voice and dance lessons and went into *Bells Are Ringing*, a musical tailored especially for her. She proved to have a light, affecting voice, a talent for comic dancing and a quality of blended sweetness and sharpness that make

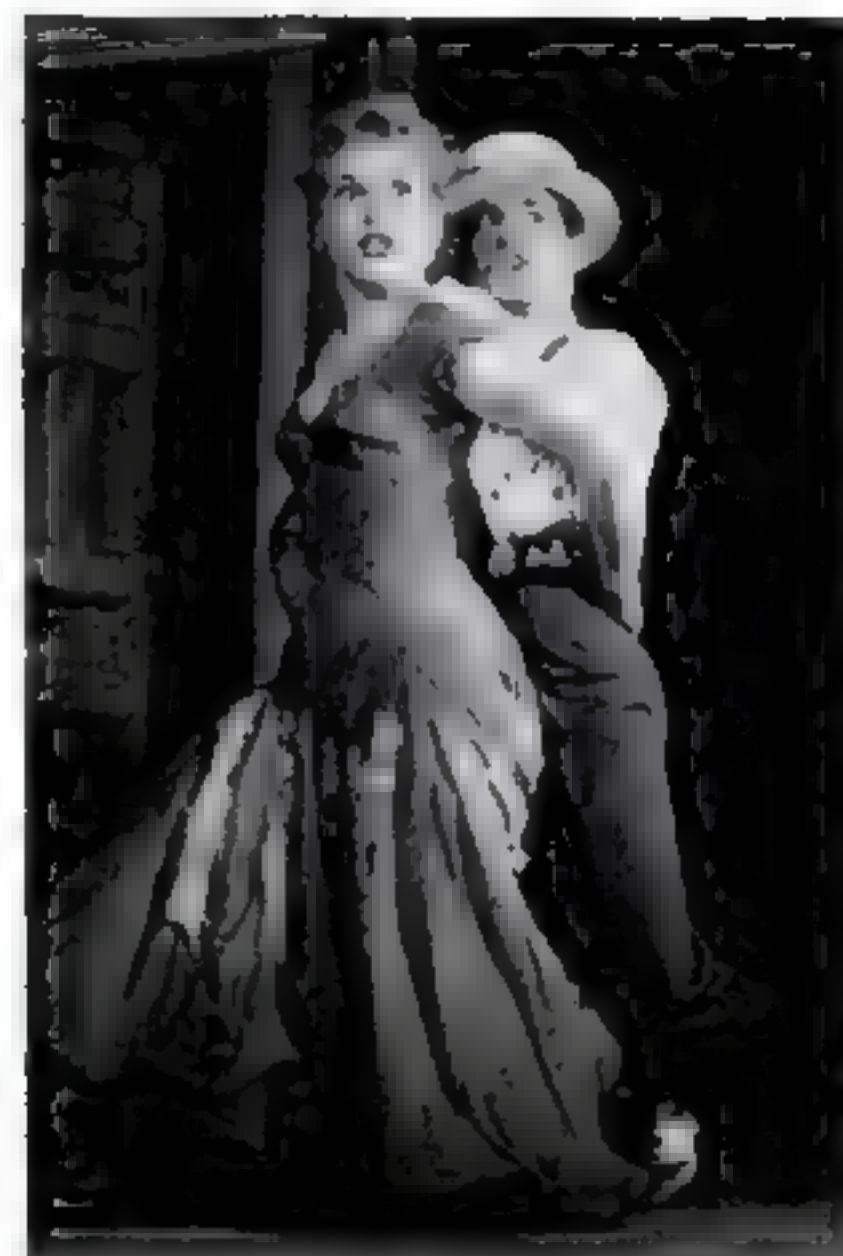
her stage presence a delight and her performance unforgettable.

In *Bells*, Judy is at the switchboard of a telephone answering service, doing favors for everyone. As Judy goes out to hunt the man whose telephone voice she has learned to love, *Bells*—which was written by Jule Styne, Betty Comden and Adolph Green—becomes a gaily lunatic Broadway fairy tale. It finally brings Judy into the arms of a playboy acted by another first-rate addition to American musical comedy, Sydney Chaplin, Charlie's son (page 74).





**SHY JUDY**, set for first date with a playwright client, is told by her friend (Peter Gennaro) she must learn to dance the cha-cha to make good impression.



**WARMING UP**, she begins to take a few cautious steps with her partner. At first she is shocked by his gyrations, then realizes that she is enjoying dance.

**WHOOPIING IT UP**, Judy goes full steam into her cha-cha. Now she is ready to go to the party, wearing borrowed finery donated by all her friends.



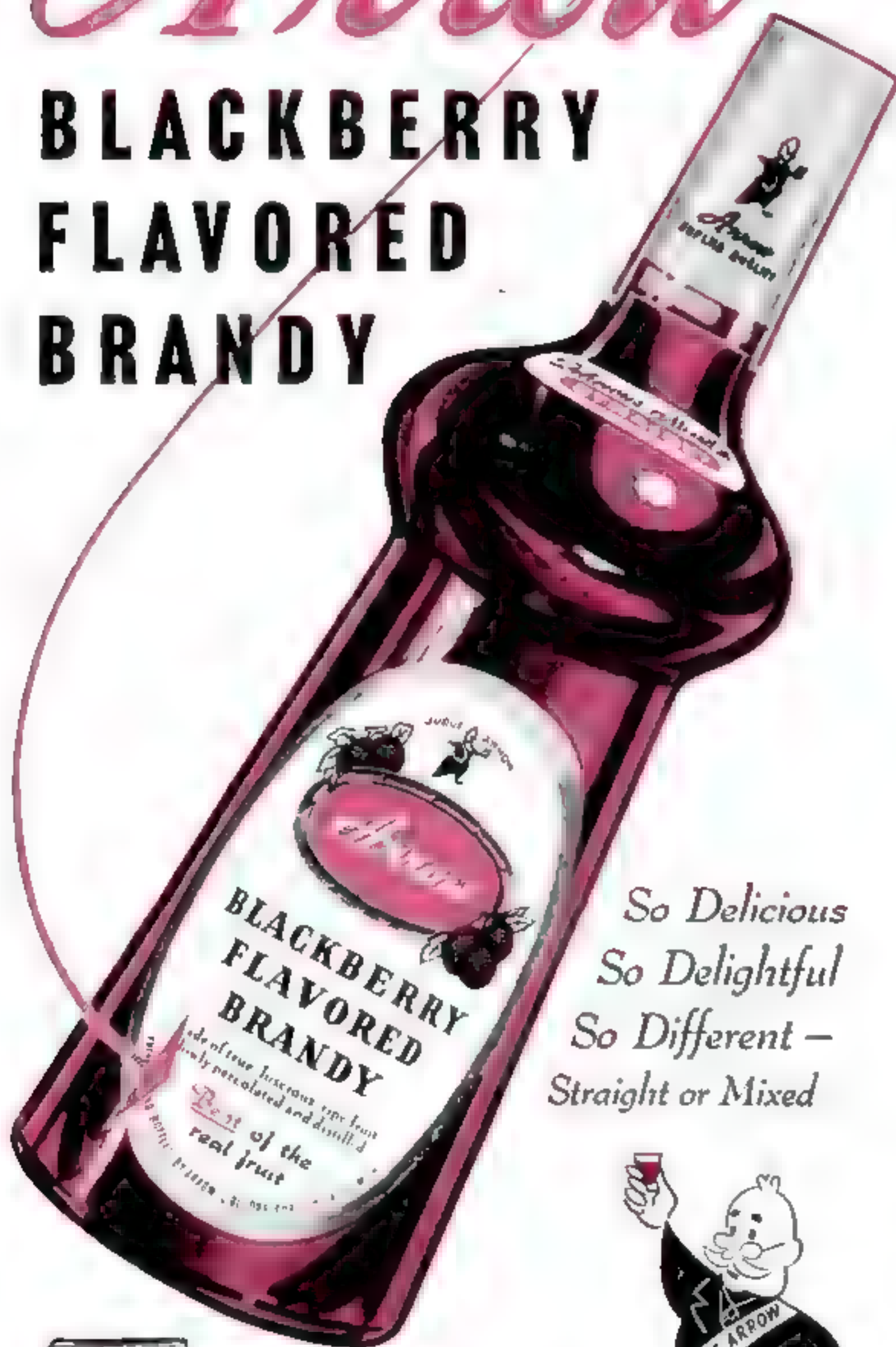
# Taste

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# Arrow

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*So Delicious  
So Delightful  
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Straight or Mixed*



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Send for this unusual recipe booklet . . . shows you how professional barmen mix all types of drinks quickly and easily. Address Dept. M.

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New SPINDRIFT in balanced place setting, handles curve toward plate. (Other teaspoon patterns left to right) ... STOCKHOLM ... CHRISTIANIA ... TODAY

**Stainless you never  
knew could be  
so lovely...  
styled by International  
silversmiths**

HERE IS DISTINCTIVE International Stainless ... fashioned and finished by the skillful hands of the world's master craftsmen in silver! So beautiful and charming, you'll treasure every piece.

Even though you already own silver, wouldn't this be the perfect "companion set"... for everyday and casual occasions, too?

Just be sure it's *International* Stainless. For as you shop, you'll discover there are many other kinds... and even *look-alikes*. It's no secret that International is the *most-copied* stainless steel.

But there are some things which can't be copied. The *weight* of experience, the *silversmith's* skill

which gives each design an *essential* beauty... far beyond any curl or flourish!

And, to be practical, International Stainless is American-made, *readily* available! Don't run the risk of finding your pattern out-of-stock as so often can happen with imported stainless.

But why not see—and *compare*—this graceful new International Stainless *Deluxe* soon? Now at most fine jewelers' and department stores.

All patterns made in U. S. A. All available in: 16-piece starter set for four, gift-boxed, \$24.95; 52-piece service for eight, including a handsome chest, \$79.95.

# International Stainless

*Mastercrafted in steel by The International Silver Company*







# because *you* are the very air he breathes...

Aren't you glad you're a girl? Isn't it a *fabulous* feeling...to know he'd rather be close to *you* than anyone else in the wide, wide world? Don't let anything mar this moment. Double check your charm every day with VETO...the deodorant that drives away odor...dries away perspiration worries. (Remember, if you're nice-to-be-next-to...next to *nothing* is impossible!)

VETO is for you in more ways than one



Cream



Spray



Stick



or Must







**IN BIG NIGHTCLUB SCENE** dancing girls fling themselves about. In back is client of Judy's who, with her help, has sold his songs to nightclub show.



**IN ROMANTIC CLIMAX**, playwright (Sydney Chaplin) tracks down Judy, who has never told him where she works. She disguises herself under a mop.

CONTINUED



**"...and it's a Keepsake!"**

A whispered word—the touch of a hand—the light of true love in their eyes. It's a wonderful word—and it's brought promise, joyous consent in the radiant depths of her keepsake Diamond Ring.

Now and forever the perfect symbol of love is a keepsake: the ring that garnishes a *pride* diamond. Only a diamond of this exclusive quality can reflect maximum brilliance and security for your greatest lifetime pride and satisfaction.

If your choice is a keepsake, you can be sure of one of the world's finest quality diamonds. So look for the name "Keepsake" in the tag and on the tag. In many exquisite styles fashioned by America's foremost ring designers \$100 to \$10,000.

$\mathbf{A} = \begin{bmatrix} 1 & 2 & 3 \\ 2 & 3 & 4 \\ 3 & 4 & 5 \end{bmatrix}$

A JORDAN R	Also 300 1/2 x 5/8	\$14.50
Wedding Ring		600
B CANNED RING		\$ 7.50
Wedding Ring		5
C CINDERELLA RING		\$ 50.00
Wedding Ring		5
D HEATHER RING	Also 300 1/2 x 5/8	\$450
Wedding Ring		150

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137

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## ANOTHER CHAPLIN RISES

On the evidence, Sydney Chaplin was probably more handicapped than helped professionally by his father's fame. A self-styled "bum" in his youth, he was kicked out of three schools, served in the infantry and wound up in Hollywood where he acted in a little theater and in minor movie roles. The star and authors of *Bells*, good friends of his, felt he had real, untouched talent. Taking a wild chance, they got him a good singing coach and signed him up for the role of Judy Holiday's playwright sweetheart. Chaplin studied hard for five weeks and now, at 30, he has won unanimous praise from critics and audiences alike for his nimble feet, husky baritone and jaunty but modest air.



**AN INDOLENT PLAYBOY**, Chaplin wakes up after wild party, catches embarrassed Judy crawling away. She had come to remind him of an appointment.



**A MAN IN LOVE**, Sydney rushes exuberantly into the street, sings a song in praise of Judy, *I Met a Girl*, and is carried off by throng of well-wishers.



*Precious things deserve "Precious" care*  
**ESPECIALLY WHEN YOU MOVE LONG-DISTANCE!**

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*America's finest long-distance moving service*





PHOTOGRAPH BY DAVID LAZAR

**SMOOTHEST OF THE SMOOTH.** They say a taste for Martinis, like olives, must be cultivated. Perhaps that's why the most cultivated tastes insist on the driest, subtlest Martini of them all—the Smirnoff Vodka Martini—*smoothest of the smooth*. Make your next Martini as you always make it—with one simple but vital difference: *Use dry, smooth, mellow Smirnoff Vodka instead of gin!*

*the vodka of vodkas*

**Smirnoff**  
THE GREATEST NAME IN **VODKA**



80 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN., U.S.A., FRANCE, ENGLAND, MEXICO.





Now America's asking for  
**more flavor in cookery**

Let the world's choicest Pepper and the new McCormick SEASON-ALL heighten the enjoyment of your everyday meals!

You can soon learn to season with the expert delicacy of a fine chef. The foods shown above are not unusual but they have been given new zest by use of McCormick or Schilling Pure Black Pepper and that new exciting blend of spices, McCormick SEASON-ALL. Little touches that mean so much in *added* flavor and goodness. . . . By all means try new SEASON-ALL. It's good in and on 'most anything'! It's packed

in a decorative glass shaker so you can keep it on your dining room table. A sprinkle of it gives new zesty flavor to steaks, chops, hamburgers, salads, soup, eggs, poultry and fish.

To get true spice flavor, purity and goodness, always use McCormick or Schilling spices and seasonings. They're famous for *flavor*—two great brands recognized nationwide as the finest!

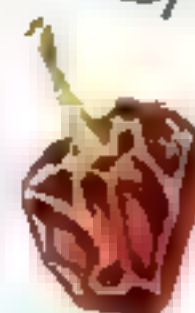


**MCCORMICK . . . The House of Flavor**

MCCORMICK

*Spice of the Month*

**PAPRIKA**



Would you like more color in stews and casseroles, dishes plus a subtle additional flavor? Then do what so many women do—use paprika.

Paprika is a sweet red pepper ground after the stem has been removed. It grows in Spain, Hungary and the United States. The Spanish variety is best for all paprika is mild and sweet in flavor and slightly aromatic.

It's an important ingredient in Chicken Paprika and Hungarian Goulash. Use it also in seafood, meats, vegetables, gravies, canapés, in salad dressings. It is a colorful red garnish for any pale foods.





SLICING AGGRESSIVELY BETWEEN JIM PAXSON AND BOB LEONARD OF THE MINNEAPOLIS LAKERS, BOB COUSY FOLLOWS THE BALL IN DRIVE TOWARD THE BASKET

## CELTICS CLIMB ON COUSY'S CLEVER COUPS

Pro basketball, which for years has been teetering between shoe-string vaudeville and respectability, has taken on a big-league look this winter. The man who, more than any other, gives it this look is the nimble player above, Bob Cousy, an unrivaled practitioner of basketball tricks, is the bustling leader of the best pro team in years, the fast-breaking Boston Celtics who have taken a high-scoring runaway lead in the National Basketball Association.

Smaller (6 feet, 1 inch) and quicker than most pros, Cousy

puts his showman's skill to practical use. His spectacular behind-the-back and reverse dribbles spring him free for his favorite one-handed push shots. His deceptive "blind" passes lead directly to teammates' scores (next page). Behind Cousy's bewildering moves, the rapid-firing Celtics average about 105 points a game. Cousy insists on giving other team members large credit for Boston's sudden success. He says, "You can make a lot of fancy passes but they don't count unless someone puts the ball in the hole."



# NOW! More Complete Relief at Any Stage of a Cold!

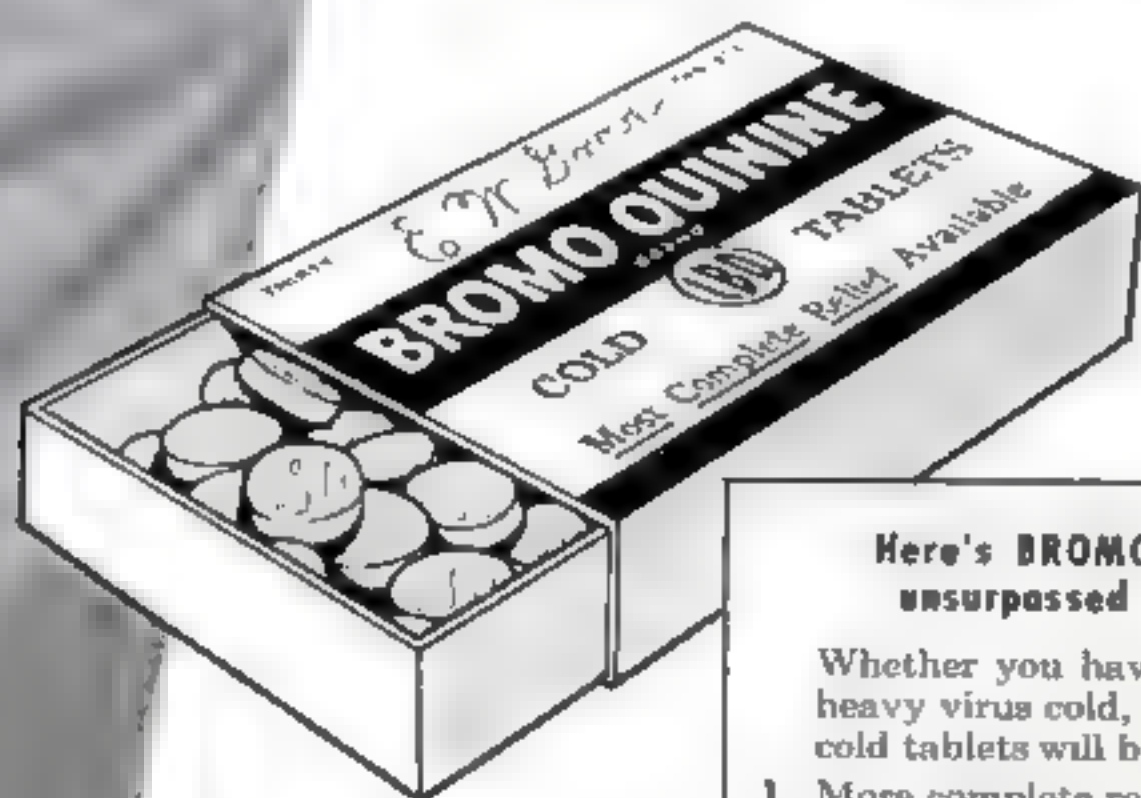


New BROMO QUININE™—  
with Vitamin C—guarantees  
more complete relief than  
Aspirin or Any Cold "Remedy"!

Only BROMO QUININE  
relieves all these symptoms:

- 1** Runny, stuffy, sneezy nose  
Bromo Quinine helps clear up nasal congestion... lets you breathe more easily. Aspirin can't do that!
- 2** Headache **3** Fever  
Exclusive medicinal formula gives fast-acting relief... lasts far longer than aspirin.
- 4** Tired, lopy feeling—  
temporary irregularity  
Bromo Quinine helps perk you up... gently, safely brings your system back to normal. Aspirin can't do that!
- 5** Muscular aches and pains  
Ache-all-over feeling disappears along with other cold symptoms... relief lasts far longer than aspirin!

**NEW!** Bromo Quinine is now fortified  
with Vitamin C... so vital  
to proper nutrition and good health.



Here's BROMO QUININE'S  
unsurpassed guarantee:

Whether you have a snuffle or a  
heavy virus cold, Bromo Quinine  
cold tablets will bring you:

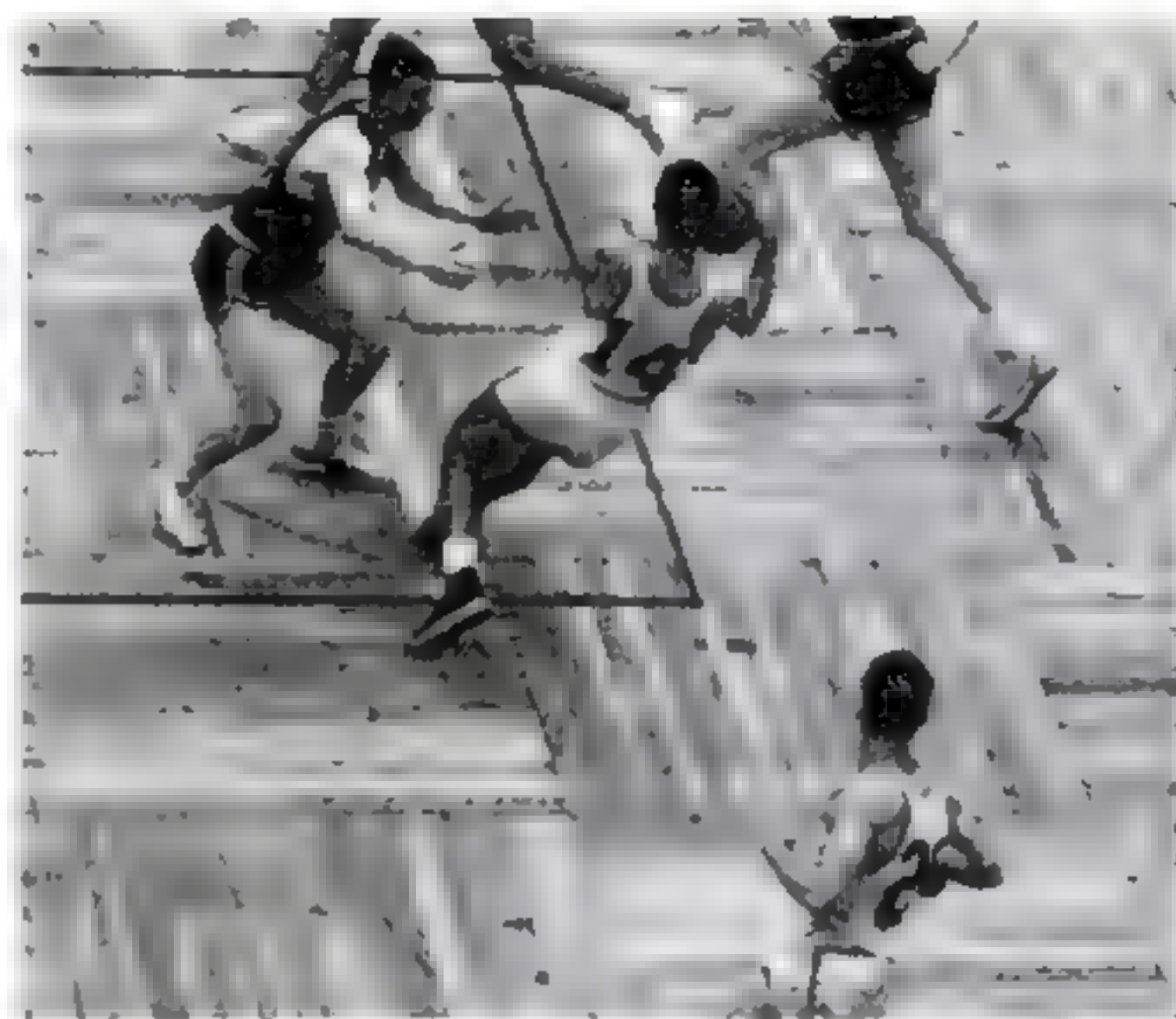
1. More complete relief
2. More immediate relief
3. Longer-lasting relief than aspirin  
or any other remedy sold or your  
money back

When you've got a cold—get a real cold tablet! 

## NEW BROMO QUININE

Celtics CONTINUED

## A FANCY FAKE FOOLS A FOE

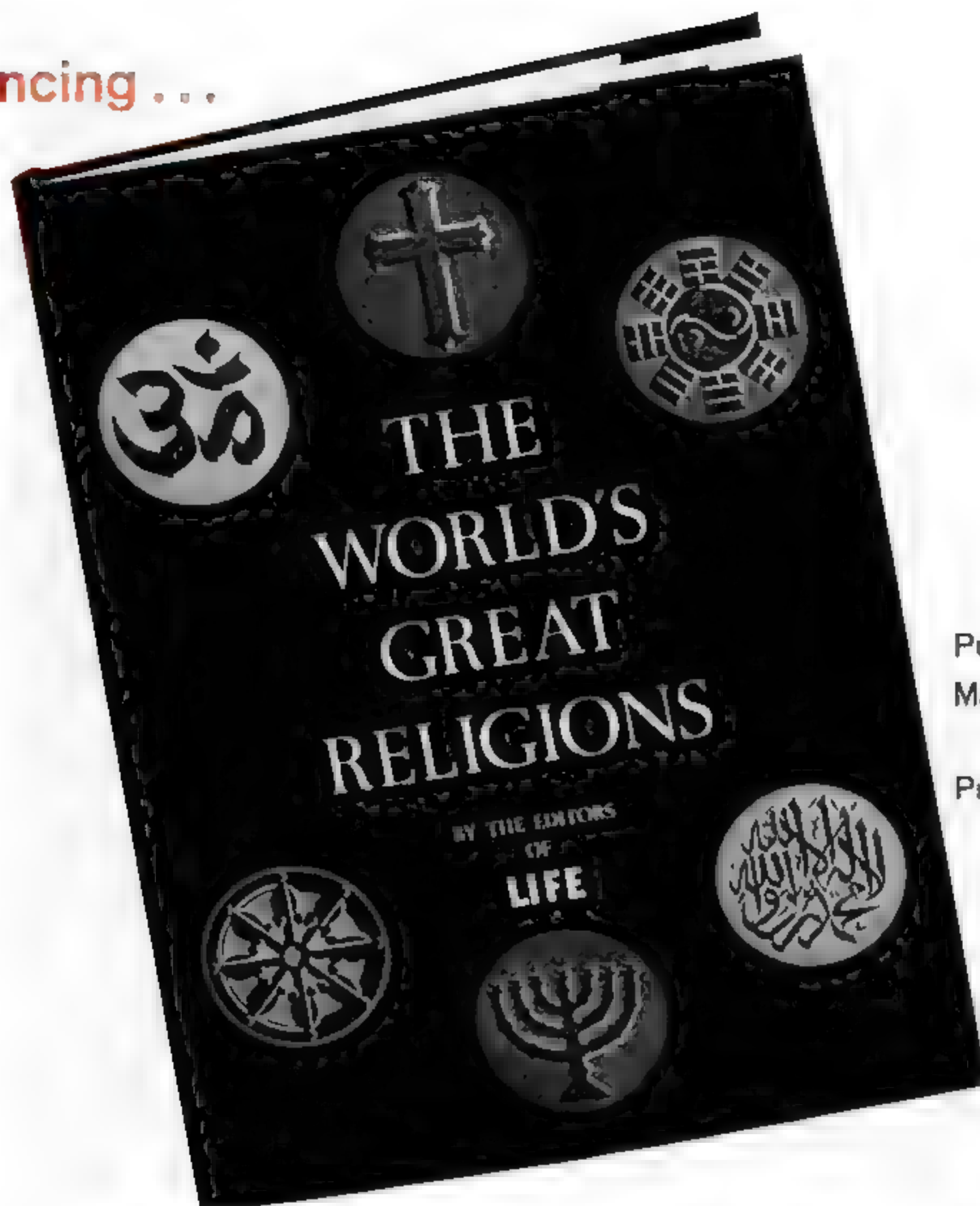


COUSY'S CRAFT outmaneuvers Minneapolis defense and sets up a score. In the top picture he darts into foul circle as if to shoot. As Larry Costello of Philadelphia guards him closely (center), he flips the ball behind his back to Bill Sharman and then watches as Sharman takes an unguarded set shot.

CONTINUED



Announcing . . .



Publication date:

March 6

Price: \$13.50

## The most impressive single volume ever created on such an epic subject

After more than three years—two years to prepare for the original magazine series and another year to gather new, additional material—first copies have now been printed of the 314-page book that is undoubtedly LIFE's greatest publishing achievement.

From its brilliant and sensitive color photographs that reveal the ways men worship the world over, to its anthology of writings from the basic texts which form each belief's foundation . . . from its 20-page section reproducing Michelangelo's Sistine

Chapel frescoes, to its fold-out map illustrating scenes from Biblical history . . . from the Life of Christ as seen by great artists, to the late Paul Hutchinson's learned introduction relating each faith to the concept of religion itself . . . this book is, in expression and illustration, a magnificent record of mankind's spiritual heritage.

Already more than 300,000 readers have reserved a copy of this superb book. This is the final offer before publication to have your own copy reserved at the special pre-publication price of \$9.95.

*Orders accepted for the last time at \$9.95*



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**THE WORLD'S GREAT RELIGIONS**

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111



The most  
**IMPORTANT**  
**PLUG**  
in your tackle box!



*AC Hot Tip Spark Plugs are  
marine-engineered to take you  
where the fishing is best!*

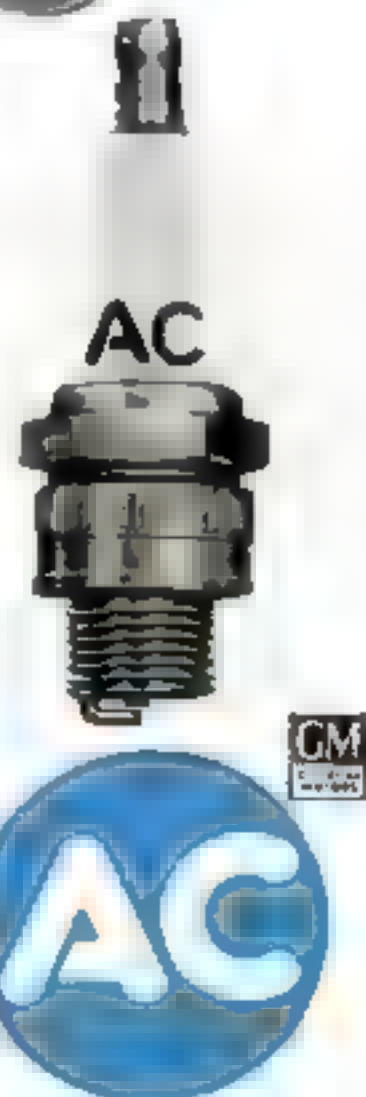
Whether you're trolling for tarpon or going after pan fish, you'll be interested in these words of wisdom for Izaak Walton!

It takes more than colorful lures to land the big ones! Red, reel, heat and smoothly running motor all play their part.

Many an experienced fisherman takes no chance on quick starting and smooth performance. He carries a spare set of AC Hot Tip Spark Plugs wherever he goes.

AC marine-engineered Spark Plugs have the exclusive "Hot Tip" feature that burns away fouling oil and carbon deposits as soon as they form. They're rustproofed to prevent the corrosive coating causing shorting through flash-over.

Put an extra set of AC Hot Tip Spark Plugs in your tackle box. Get them from your nearby AC retailer now!

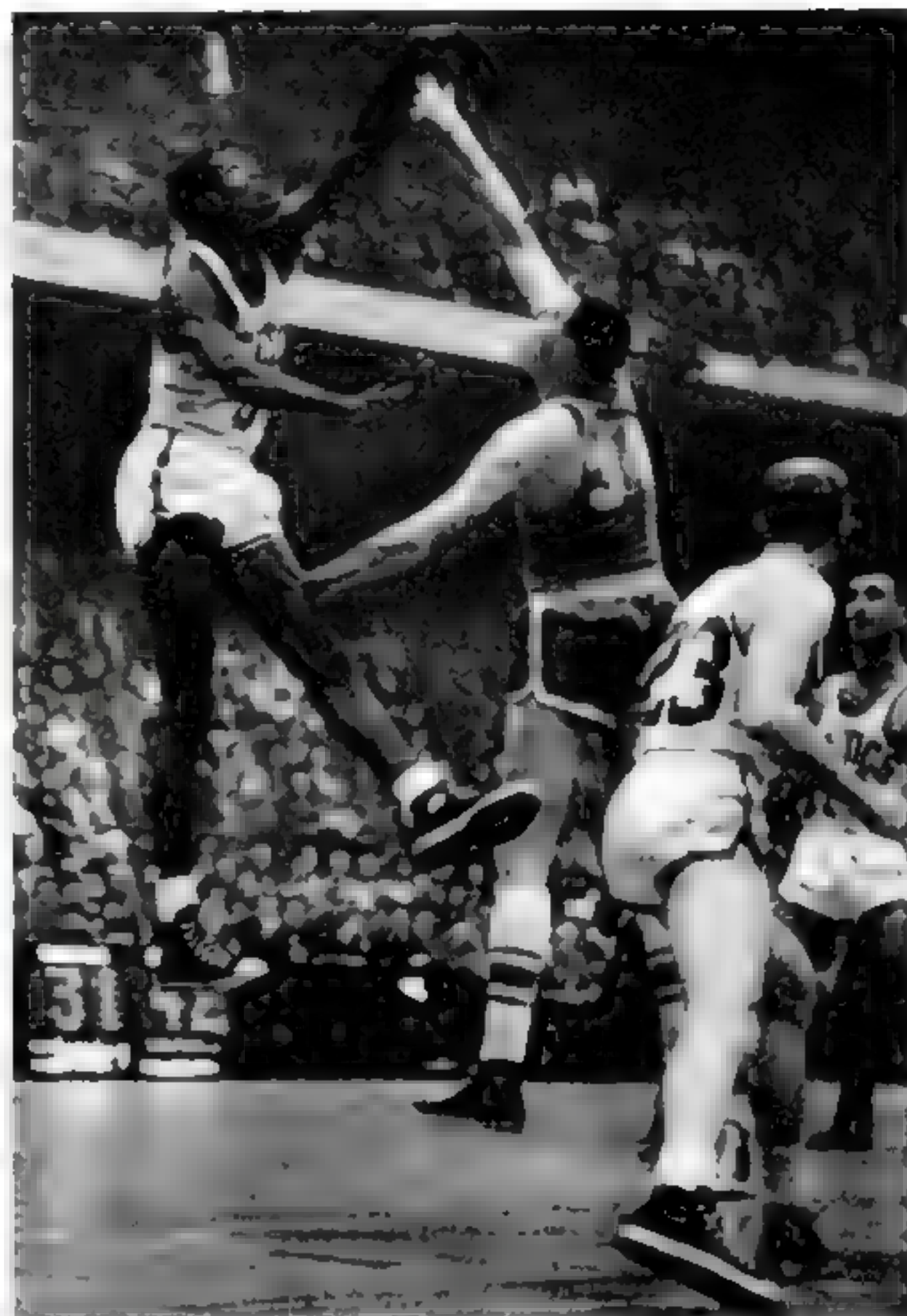


**HOT TIP  
SPARK  
PLUGS**

Watch WIDE WIDE WORLD—NBC-TV

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

**Celtics** CONTINUED



**SAVING LEAP** is made by Bill Russell to block a shot by Clyde Lovellette of the Lakers. Russell's timely rebounding helps the Celtics control ball.



**RAVING COACH** Red Auerbach protests official's call. Auerbach is proud of the Celtics' speed and endurance. "They can run all day long," he boasts.





## *The Golden Touch of Hospitality*



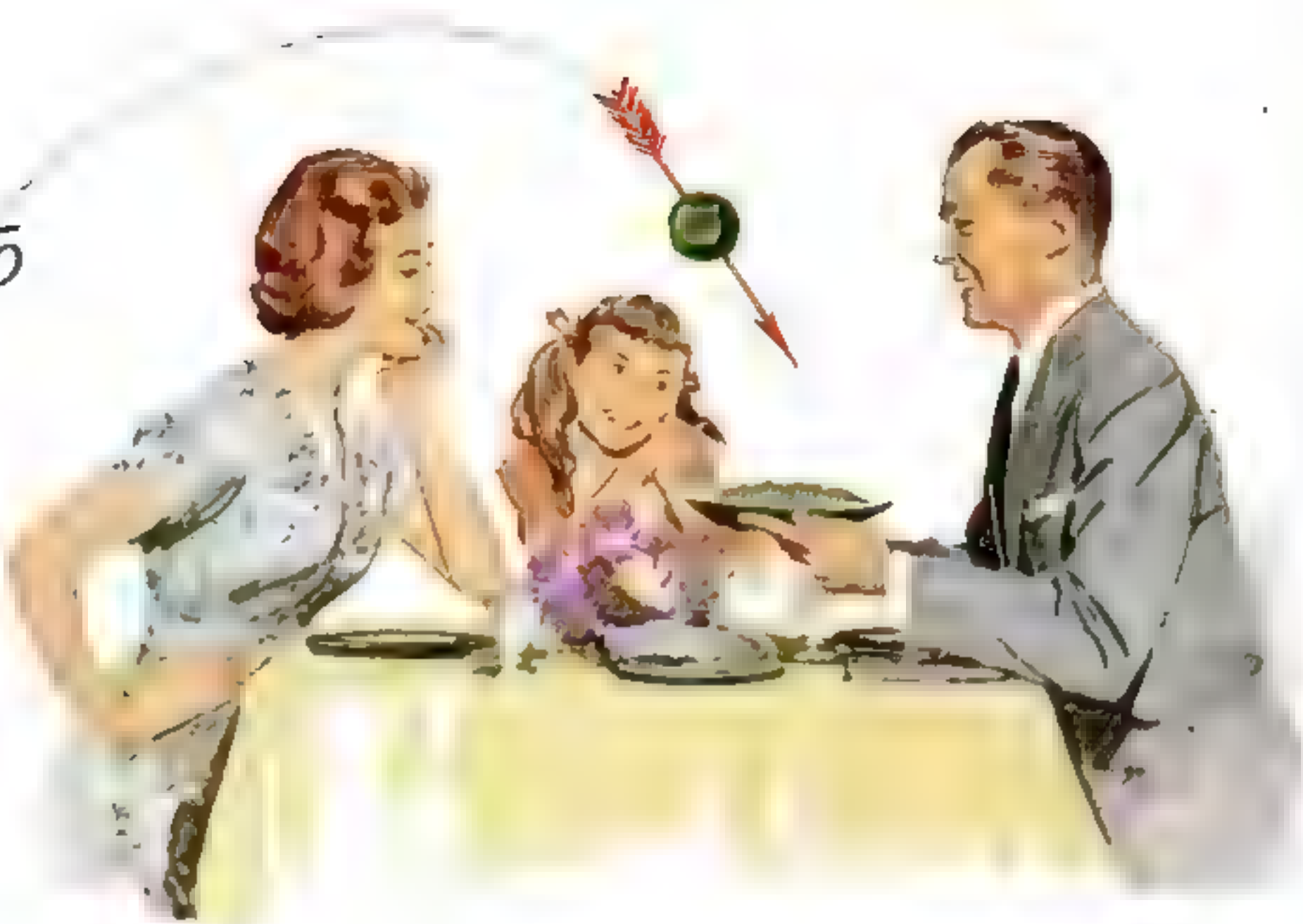
A DISTINGUISHED PRODUCT  
FROM THE HOUSE OF SEAGRAM

SEAGRAM DISTILLERS COMPANY, N.Y.C. 90 PROOF,  
DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN

THERE'S much better taste to drinks made with Seagram's Golden Gin. That's because the same *exclusive* mellowing method—which naturally softens Seagram's color from white to gold—also mellows its taste to incredibly smooth, extra-dry perfection. As your taste will tell you, this method is not used for the usual type of gin. Once you've tried Seagram's Golden Gin, you won't want to serve any other to your guests.



So nice to come home to  
the  
Green  
Giant  
flavor



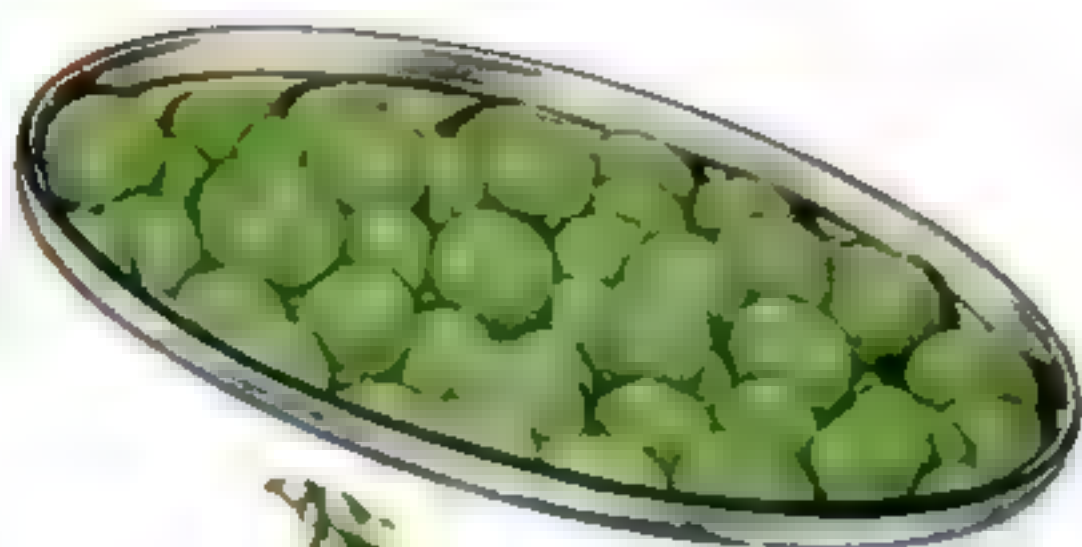
It's the sweetest story since Romeo and Juliet. More folks like to go home to the peas that wear the Green Giant label than any other kind. And who's to blame them? These tender beauties are pealand's prize catch. Grown from pedigreed seed in special soil. Pampered every step of the way like so many young princesses. Picked and packed at the fleeting moment of perfect flavor. The Green Giant flavor. Isn't tonight the night for it?

(Special Size for Small Families, too! 8-oz. can, 2 to 3 servings.)

the one  
and only

Green Giant Peas  
BRAND

Picked and packed at the fleeting moment of perfect flavor





# The Good Life and Jim Jones

I COULD walk out of here tomorrow and live in the gutter," says James Jones. "I just wouldn't work as well." When he said this, he was sitting in the two-story living room of the bizarre, \$85,000 four-room bachelor palace he built in Marshall, Ill. from the well over half-million-dollar proceeds of his novel, *From Here to Eternity*. In it, since Thanksgiving Day 1953, Jones has worked prodigiously, rising at 5:30 a.m., seven days a week, writing until noon, turning out a second novel, *Some Came Running*, which is 300,000 words longer than the monumental 860-page *Eternity*.

Then, exhausted from concentration ("sometimes my face gets all drawn up"), he would turn himself loose, like a little boy in a big toy store, on the pleasures of his house—his huge collection of rifles, pistols, meerscham pipes, Meissen figurines, armies of French-made toy soldiers, bowie knives, a pair of parakeets and several dozen chess sets. Or he read voluminously in his huge library. ("I've bought so many books I can't even afford Venetian blinds," says Jones, once \$65,000 in debt in spite of his earnings.) Or he tinkered with his power tools, his Aqua Lung, his motorcycle, or practiced his new \$250 trombone. Most important to his relaxation, catlike Jim Jones boxed, fenced, and ran two miles a day ("Running is a very spiritual thing to me. I'd like to be known as John Landy the runner and Jim Jones the writer, but I'm much too slow").

But, says Jones, he plays hard only to work harder. His stated aim in life is the achievement of immortality through his work—"Everyone wants the eternal life but damn few are willing to give up what they have to get it." His new novel is about nine people in a small Illinois town who, says Jones, are "running for eternity." The title is taken from St. Mark: "And

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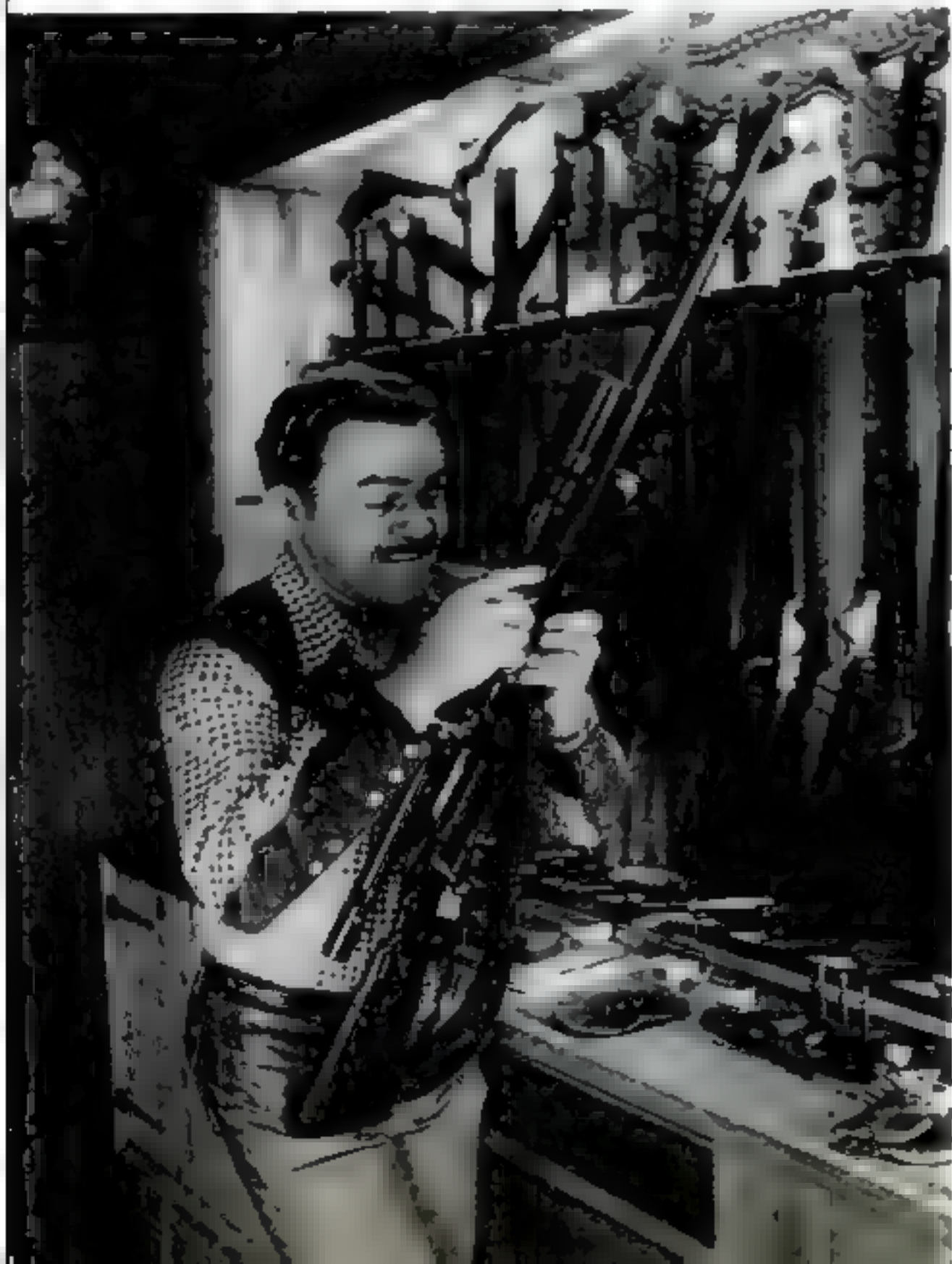


JONES handles a 220 Swift rifle from his \$6,000 gun collection.

WEARING Legion cap, he hefts 2,336 pages of nearly finished book.

"I love varmint shooting. I can kill a chuck at 350 yards. This is a good varmint rifle. It has a high muzzle velocity, but it won't fit in the case unless I reverse the sight, like this."

"This thing is getting pretty damn heavy. What I like is to feel those square edges. During the last few weeks when I was finishing up I lived on nothing but gin and Miltown."





## JONES CONTINUED

when he was gone forth into the way there came one running and kneeled to him, and asked him, Good Master, what shall I do that I may inherit eternal life? And Jesus said . . . Sell whatever thou hast and give to the poor and thou shalt have treasure in heaven . . . And he was sad at that saying and went away grieved for he had great possessions." *Running* may or may not bring Jones literary immortality. It will certainly give him great possessions. Scheduled by Scribner's for fall publication, it has been sold to MGM on a percentage deal which, if the film is as good as *From Here to Eternity*, will bring ex-Pvt. James Jones more money than any novelist ever got from Hollywood.

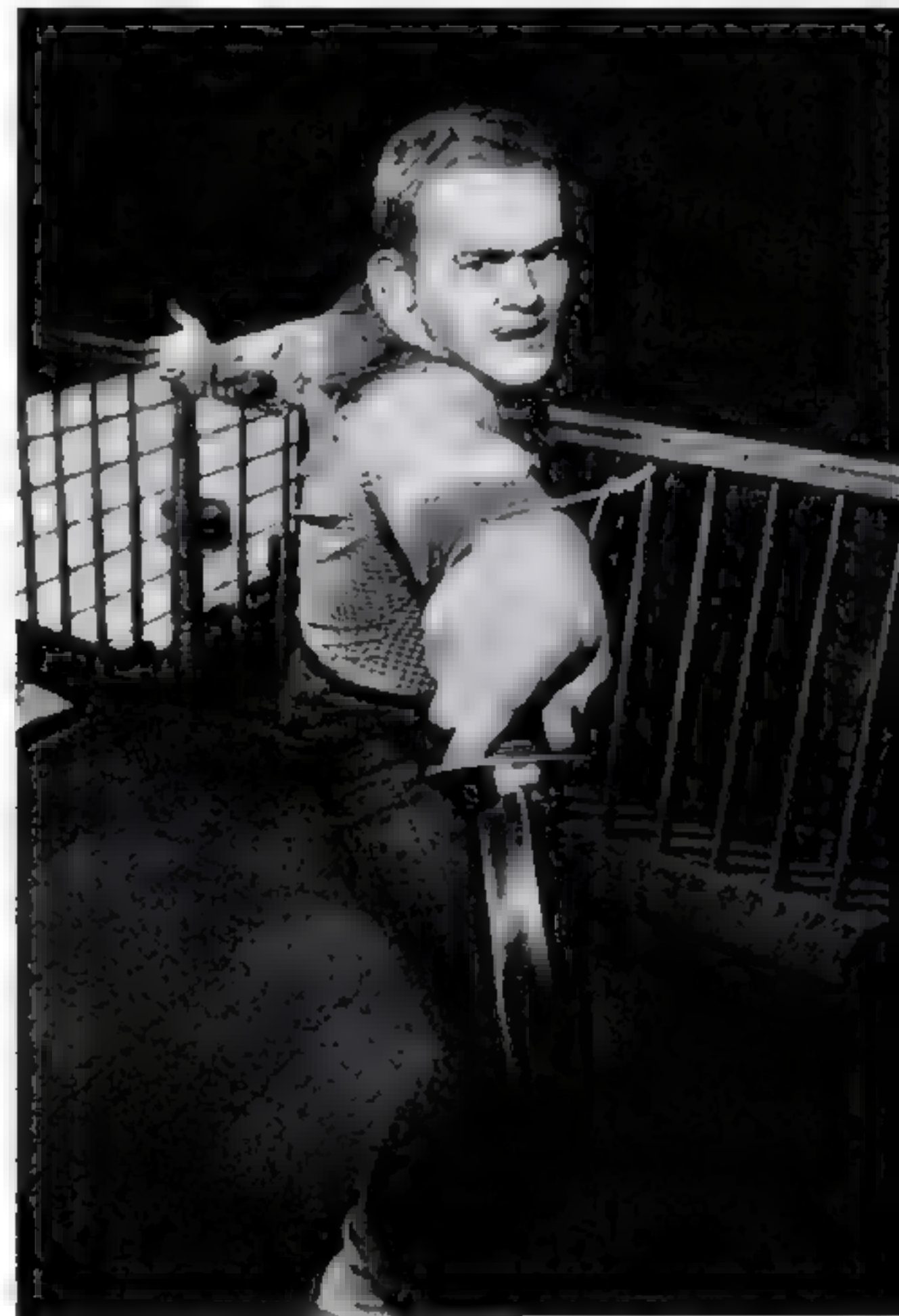


BARE-CHESTED Jones plays ping-pong in his game room. He also fences and punches bag there.

*"A lot of times other writers come over here in the afternoon to play ping-pong. It's no sissy sport. Lots of prizefighters play ping-pong to sharpen up their eyes and reflexes. I love it because I'm good at it. I like any sport I'm good at."*



In living room of lush house, Jones plays chess by mail with brother in Peoria.



JONES, who as GI killed first Jap with knife, demonstrates the technique.

*"Me and the loan company own this place. I've had girls say they wanted to marry me so they can move into this house. That's a hell of a kind of proposal to get from a gal."*

*"I believe that every man should have enough knife to defend himself against every other man. You hold your right hand forward, left hand back, present your body sidewise and lunge."*

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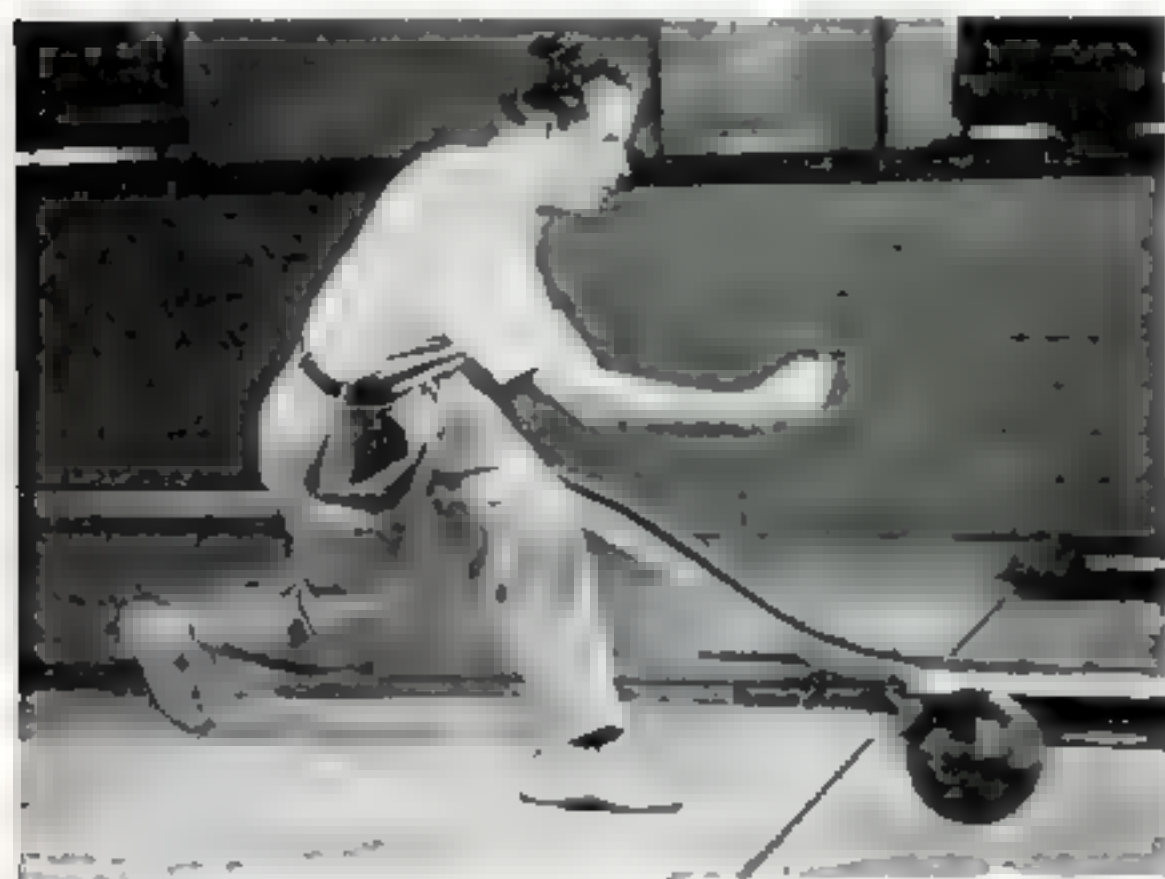


CATCHING COLD? HEADACHE? NEURALGIA? MINOR RHEUMATIC PAIN?

# BAYER ASPIRIN MAKES YOU FEEL BETTER FAST!



**CATCHING COLD? FEEL BETTER FAST**—Winter weather means fun for the whole family. It also means that adults and youngsters alike will be catching more colds. That's why it's important to have both regular size and *flavored* Children's Size Bayer Aspirin handy—to use at the first sign of a cold. Bayer Aspirin quickly relieves painful cold discomforts and reduces fever. It makes you feel better—*fast!*



**NEURALGIA? FEEL BETTER FAST** When the pain of neuralgia, neuritis or a backache threatens to interfere with "after hours" fun, take Bayer Aspirin right away. You can be sure that Bayer Aspirin will bring you the *fast* relief you want, and the *safe* relief you need!

## Don't Pay Twice The Price Of Bayer Aspirin For ASPIRIN "IN DISGUISE"!



What is aspirin "in disguise"?—a pain relieving product that attempts to belittle straight aspirin yet combines aspirin with such non-pain relievers as aluminum compounds, magnesium carbonate, or baking soda—and it costs you *twice the price* of Bayer Aspirin!

Why pay more for extra ingredients that can't relieve pain? Instead get Bayer Aspirin. It's *all* pain reliever 100%—and medical science has never discovered a safer and more effective pain relieving agent!



And it's one thing most people can take any time—  
**WITHOUT STOMACH UPSET!**



**MORNING HEADACHE? FEEL BETTER FAST**—A miserable morning headache doesn't have to ruin your whole day. Bayer Aspirin will bring remarkably *fast* relief! To see one reason why, drop a Bayer Aspirin tablet in a glass of water. What it does in the glass it also does in your stomach. It starts to disintegrate—is actually ready to go to work—*instantly*, to make you feel better *fast!*



**MINOR RHEUMATIC PAIN? FEEL BETTER FAST**—Countless persons who suffer from rheumatism, arthritis or sciatica find that Bayer Aspirin helps them keep active by bringing quick, temporary relief from minor pains. And Bayer Aspirin is not only amazingly fast, but wonderfully gentle, too—so gentle, doctors prescribe it even for small children.



# WIDE OPEN LETTER TO the BRIDE'S magazine FROM JUDY HOLLIDAY

Editor  
BRIDE'S Magazine  
New York City

Dear Editor:

I've been feeling very funny lately. I have a very cute husband, but I'm worried. Every morning when I get up, it's like, in my stomach, like I'm on the Ile de France and it's blowing up a storm. I'm standing still, but the whole world is rocking 'n rolling. First I'm afraid I'm going to die. Then I'm afraid I'm not...

It's not that I'm jealous of the girl next door. I just wish she and her slim waist would wave themselves around in some other neighborhood.

Also, about my cute husband. I like lately my back rubbed. And this BIG man...this adonis who on our honeymoon carried me across Niagara Falls...now after only a little tiny hour, now he says he's too tired to rub my back!

This is all for now. I have to make myself a peanut butter 'n angel food cake sandwich.

Do I still love my husband, or was it just something I ate?

Yours in desperation,

*Judy Holliday*

## EDITOR'S REPLY

Dear Miss Holliday:

In addition to BRIDE'S Magazine, we would recommend that you also subscribe to PARENTS' Magazine - immediately!

The Editor

JONES CONTINUED



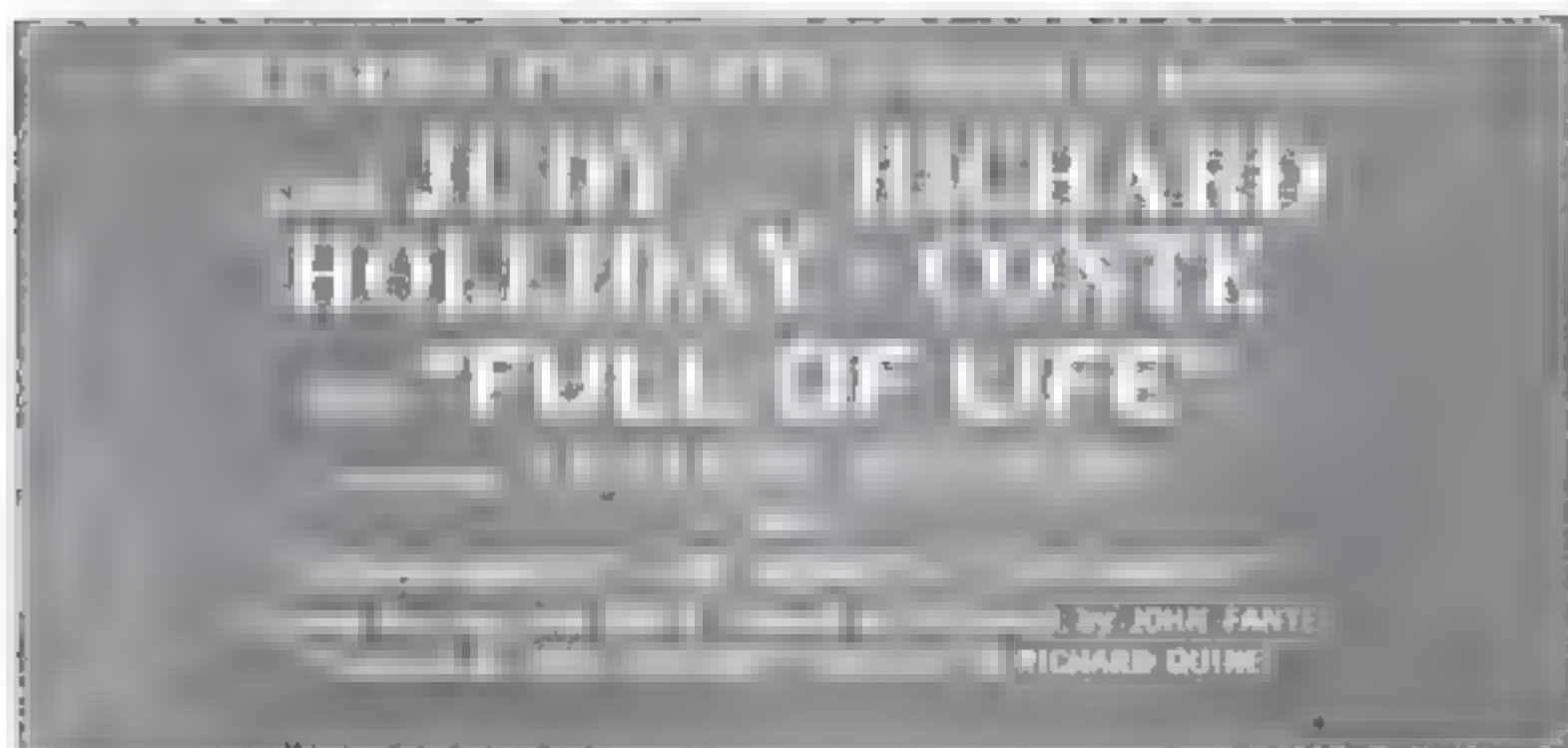
On his regular Saturday night out in Terre Haute, Ind., across the state line, lonesome bachelor Jim Jones leans against a lamppost after dinner and watches a nonfictional world go by.

*"On Saturday night I come over here and hardly anybody knows who I am. In three years I haven't been anywhere or done anything. That's the hard part of being a writer. You want to live a little. But I don't need companionship when I'm writing because I'm living with my characters."*



In his kitchen Jim talks to Lowney Handy, Illinois housewife who, with her husband, "adopted" him 13 years ago, encouraged him to write (LIFE, May 7, 1951), then founded a writers' colony where Jones lives and which out of gratitude he helps support.

*"Without Lowney around to crack the whip I wouldn't do anything. She can be pretty tough on me and cuss me out, about everything from women to getting conceited, but when I get disgusted she tells me I'm the best damn writer in the world."*







**Plain wonderful for kids.** Rich, just-baked brownies make your house very special  
you fool! Just add one egg to our Betty Crocker Brownie Mix for fudgy, chewy brownies  
two eggs for cake-like brownies. Isn't that easy? Bake lots of 'em! O'hen!

**Fancy good for company.** Neighbors come by? Reach for your cookie jar or cake  
like brownies. Split and fill them with ice cream, then top them off with a super sauce made  
with our Frosting Mix. Aren't you glad you got a cake? Aren't friends glad they came!



"Plain wonderful...or fancy good  
—They're fast, easy, and perfect every time"

## Betty Crocker Brownies Betty Crocker Date Bars



"Yes, perfect every time...I guarantee it!" says Betty Crocker



You can make these brownies, fudge brownies, or date bars. All you need is Betty Crocker Brownie Mix, Betty Crocker Date Bar Mix, and you're ready to go!

**Fancy good for tonight's dessert.** Wait till you serve this... wait till they see  
the brownies. They'll be saying, "That's the best I've ever had!"  
Try it! You can't beat it. Wait till you see the brownies. Wait till you see the brownies.

**Plain wonderful for right now.** The brownies are perfect. Our new and new  
brownies are perfect. Wait till you see the brownies. Wait till you see the brownies.  
They're so good, it's easy to see. Try it with a cream for easy, fast, good eating!





You'd need the hearing  
of a hungry robin to detect  
any sound of shifting!



## B-W AUTOMATIC TRANSMISSIONS

DESIGNED

*(Quiet...no click, no commotion, no whir!)*



### THE NEWEST RAMBLER now offers B-W Transmissions

B-W Automatic for smoothest, effortless driving with instant throttle response.

B-W Overdrive—cuts engine revolutions 30% at cruising speeds . . . gives big gas savings.

B-W Standard—new, improved for fastest "stick" action, and smoothness at all speeds.

### NOW THE CHOICE FOR '57 OF STILL ANOTHER FAMOUS AUTO MAKER!

It's a car that's creating news! It's the *Rambler*! Today, the makers of this popular automobile are the latest to join the list of dream car builders who specify B-W Automatic Transmissions.

The reasons for their choice are many. Hushed action, for one thing. When a B-W automatic skims through the speed ranges, the human ear can hardly detect it. There's smoothness, too. Power flows in a single surge that rushes you to full cruise in one luxurious sweep.

The B-W automatic is the perfect mate for

a modern high-spirited car. It helps the engine to be truly brilliant in every situation—and on a sensible gas ration. It sails you up hills . . . brakes effectively coming down. For safe passing, a B-W automatic shifts into a special gear that applies engine power in a mighty burst. Mud? Snow? Rocking out was never easier!

B-W automatics, just as the other famous B-W Transmissions, prove in performance that Borg-Warner does "design it better—make it better". Borg-Warner, 310 S. Michigan, Chicago.



# Borg-Warner

AMERICA'S FOREMOST DESIGNER OF TRANSMISSIONS:

AUTOMATIC, OVERDRIVE, STANDARD.

Almost every American benefits every day

from the 186 products made by





THE MANY-WINDOWED FACE OF 260 MADISON AVENUE LOOMS, BLANK AND UNREVEALING, OVER THE PAVEMENT AND AN AFTERNOON PROCESSION OF NEW YORK PEDESTRIANS

# *The Many Different Lives of an Office Building*

Photographed for LIFE by WALTER SANDERS

The 22-story glass and aluminum building at 260 Madison Avenue—from 38th Street to 39th Street, a block east of Fifth Avenue—has a population of 2,700, about that of Peoli, Ind. or Council Grove, Kan. It is a parttime population, moving in about 9 a.m., dashing out at 5 and, between times, conducting itself in ways peculiar to the American office building. As an institution the office building has its own indigenous customs—like the coffee break. It provides its residents with advantages few have at home—air conditioning, modern lighting, people to empty their ash trays and pick up after them. In its businesslike surroundings, activities characteristic of any

community are conducted—the gossip conversations (at the water cooler), the trysts arranged (in the corridors), the troubled confidences poured out (in the washroom), the momentous decisions (in the board rooms).

In such settings as this all over the country some 3.4 million Americans spend almost half their waking hours. 260 Madison, a product of today's office building boom, was built in 1952 at a cost of \$15 million. It houses lawyers, public relations men, salesmen, a few advertising agencies, a papermaker, a construction company—a total of 20 tenants whose employees share the manners and rituals and trials that these pictures show.

IN 260'S MARBLE-PANELED LOBBY, A VISITOR TRIES TO FIND THE NAME HE WANTS IN DIRECTORY WHICH LISTS THOSE COMPANIES THAT HAVE THEIR OFFICES IN THE BUILDING







**ELEVATOR GIRLS** have a clubhouse, the locker room where they dress, gossip, chat, smoke, play cards in their free time. The girls must have black or red hair, either dyed or natural. They get free hair treatment every two weeks to keep correct color.



**CROWDED BEGINNING** for the day's work jams Penny Harmon's elevator. The elevators hardly ever stop during the half-hour morning rush period and the passengers standing far in back are inevitably the ones who want to get off at the first stops.

## OFFICE BUILDING CONTINUED

# The Handy Helpers and the Busy Tenants

As New York office buildings go, 260 Madison is a middle-sized community—an office metropolis like the RCA building is three times as tall and houses four times as many tenants. The people that 260 houses get to know the people who maintain its services—the night watchmen, the women of the cleaning force, the man who brings around the morning coffee from a nearby restaurant, and the pretty elevator operators who are not supposed to get into extended conversations with passengers but are encouraged to say "Good morning" to important tenants. Some of 260's residents dislike office buildings in principle. "Air-conditioned merry-go-rounds," grumbled a vice president. But most tenants seem to like the place. "Working in the city is a hell of a thing," says one, "but at least here the chaos feels comfortable."



**IN A GLASSED-IN WORLD** live the salesmen of Metropolitan Sunday Newspapers, Inc. Salesman Fred Reinhart (seated at desk) listens as Art Director Sidney Salomon explains a chart. In the next cubicle, past Reinhart's "The Brain" sign,







**CONSTANT CLEANER**, Porter James De Santis mops one of 260's glass-doored entrances after steady stream of visitors had tracked it up on slushy morning.



**LOBBY PHILOSOPHER** is newsstand owner Irving Weinberg, who listens patiently to troubles of customers who constantly stop to chat, offers soothing advice.



**DARING WASHER** Alex Tromejczyk, one of the four men who work to keep the building's windows clean, gets a small foothold on a narrow 9th-floor ledge.



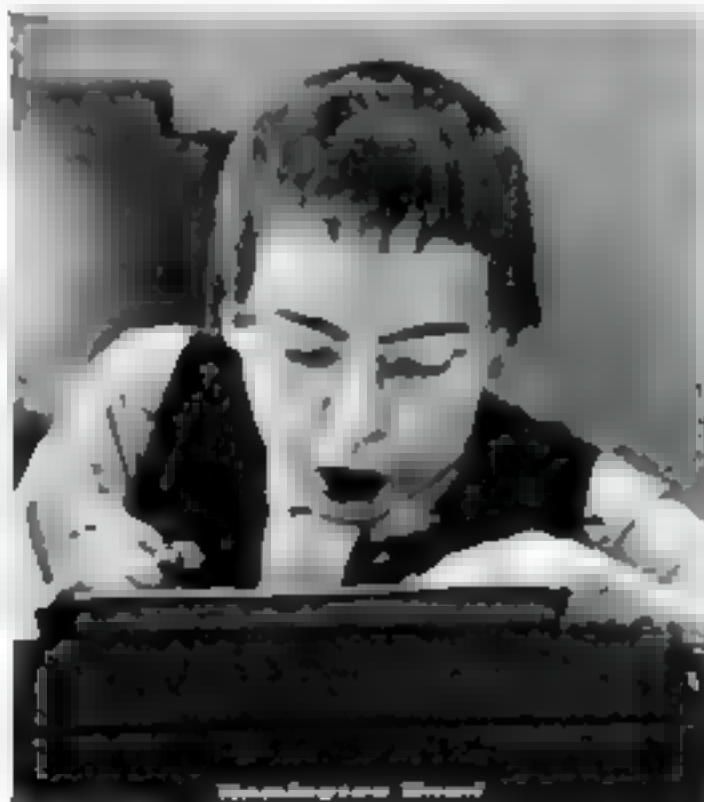
Editorial Director Richard Anderson calls a last fact to Salesman Alvin Brader. Down the corridor stretch inner offices, lit by fluorescent tubes, flushed by acoustic-tiled ceilings, kept at constant temperature and windowless—rooms with an indoor view.



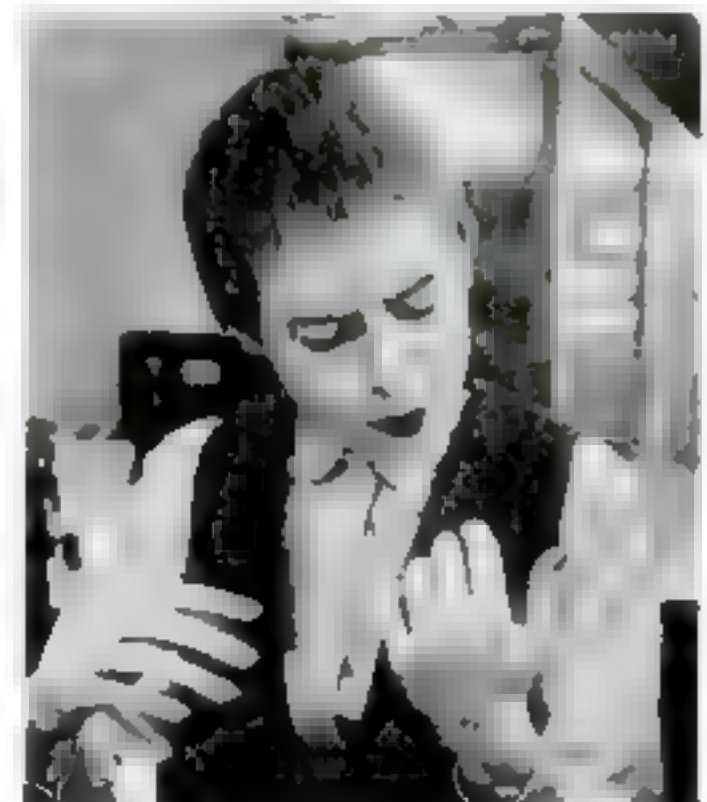
**A NEW MAN**, Robert Dore (left), puts in his first day on the job as assistant book-keeper for the Collister Corporation. He goes over entries as William Enigan, who held the job before he was promoted, instructs him in company's accounting system.



**A HARRIED SECRETARY** finds nothing goes right. Ann Robinson, 24, who works for three advertising agency executives, gets to work late, has to wait for an elevator (left), has trouble deciphering her shorthand notes (above left), makes a mistake



and has to erase it. She grabs a sandwich-and-milk lunch at her desk because she has some must shopping to do. But by the end of the day things have settled down and she can polish her nails before the 45-minute train trip home to North Tarrytown.





# A Constant Call for Decisions



**EXUBERANT EXECUTIVES** of Mathes agency, Division Head Edward J. Garvey and the big boss, Board Chairman James M. Mathes, come to a happy de-

cision on success of national advertising campaign promoting a new undershirt, based on Norwegian design, which one of their clients recently started to produce.



**PENSIVE ART DIRECTOR**, Leo Christie of the Cunningham & Walsh advertising agency, lines his office wall with a series of sketches that were made for an

advertisement which he plans to present to the company's razor-making client, takes a moment off from these to worry over an ad for a coffee-selling client.



**PONDERING A BIG DECISION**, COPY CHIEF GENE



**COOLING HIS HEELS** in the Texas-U.S. Chemical reception room, Sign-painter Arthur Mitnick waits as Receptionist Janet Tiemann phones man he wants to see.





CLAYTON, ART DIRECTOR JOHN JAMISON, ACCOUNT EXECUTIVE RICHARD GAMBLE OF MATHES LISTEN TO RECORDING OF A PROPOSED COMMERCIAL BOOSTING BOUILLON CUBES



BEYOND A GLASS WALL (right) two executives of Communication Corp. hold a conference. Company develops brochures and reports for U.S. corporations.



AT MAKESHIFT DESK, a chair seat in General Telephone's offices, Banker Gordon Shearer mulls over documents needed for selling a subsidiary's bonds.



## Conviviality and a Shower



**FAST BITE** at coffee shop on ground floor is gulped at crowded counter. Shop keeps busy all day with late breakfasters, coffee breaks, afternoon molts.



**SURPRISE SHOWER**, frequent office event, delights an engaged Mathe's secretary, Martha Schmidt, whose friends decorated her desk while she was lunching.



**ASSEMBLED BRASS** of General Telephone Corp. meets daily for a communal lunch in the company's executives' dining room on the 21st floor. They rarely

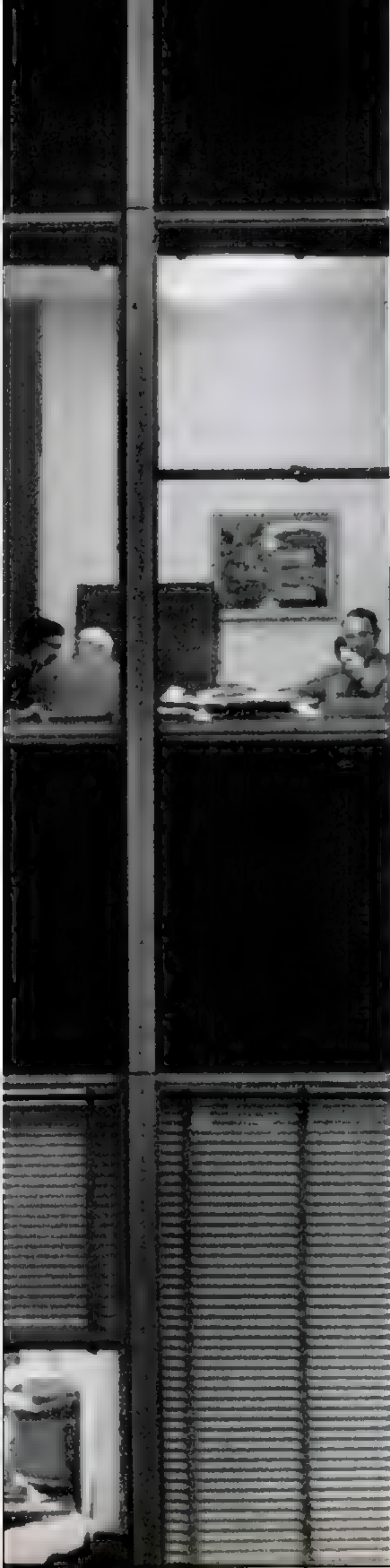
spend more than 40 minutes at their catered meal, usually discuss business problems and then return immediately to their offices to continue with the day's work.



**AFTER-LUNCH PINOCCHLE** is played by Metro staff members as secretaries finish sandwiches. From left are: Murray Brauman of research department, Stan

Howley of production, Bill d'Arcy, a purchasing agent, Joe Cafarella of production. Company provides lunchroom but employees bring own lunch or have it sent in.



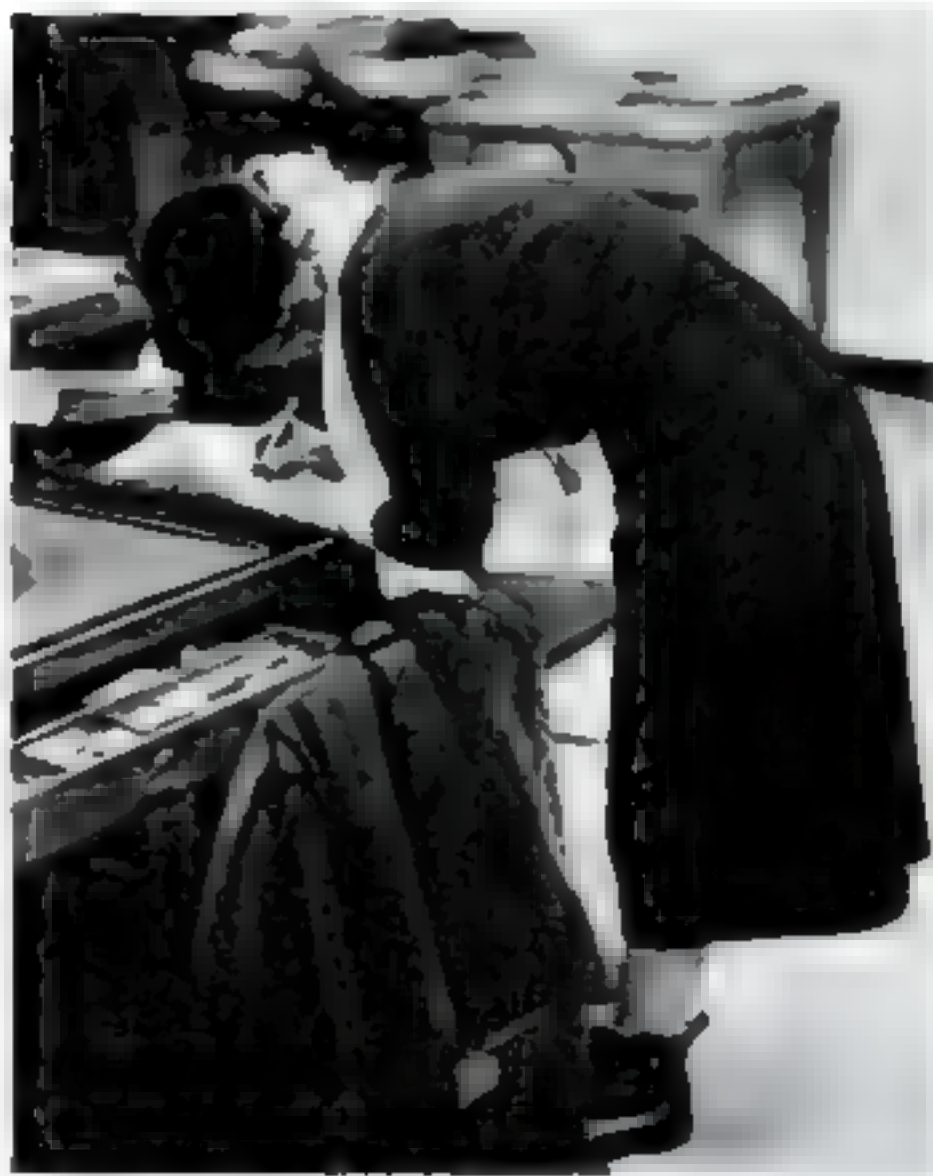


**AWAITING RIDE** to dinner and theater, Jill Eccles, a receptionist for Cunningham & Walsh, leans against pillar in front of 260 as she watches for her fiance's car.

## Getting Away, Getting Stuck



**LAST RITUAL** of day is a drink at Gobbler Bar off lobby. Bartender George Harchack knows his customers, what they drink, trains they're supposed to catch.



**THWARTED ESCAPE** at day's end is suffered by Vera Ambroe of Riegel Paper Corporation. She adjusts her hat in preparation for leaving office, then is



accosted by Ralph Vanacore. He has found a mistake in an order. Standing up, she tries to correct mistake, finally has to settle down, check it against her tally.



## OFFICE BUILDING



**IN THE NIGHTTIME QUIET** a lettering artist, George Yancosek, works over his drawing board in the layout room. Yancosek stayed until 11 p.m. to complete the design of a layout which the company may use in one of its Sunday supplements.

**CATCHING A SNOOZE**, Jeff Hoerning dozes at Merritt-Chapman & Scott switchboard, knowing phone will wake him if he is needed. Night dispatcher for marine operations, Hoerning receives reports from derrick captains, gives them assignments.







## 6½ million Bell telephones were born here last year!

This is Western Electric's ultramodern telephone factory in Indianapolis. Here skilled employees with unique, scientifically engineered machinery turned out a record-breaking 6½ million telephones last year . . . and expect to make 7 million this year.

But making telephones is only part of the job we do for the Bell System. For it takes a vast amount of apparatus and equipment, besides telephones, to make dependable telephone service possible. So, in other Western Electric factories across the country we're also busy producing record-breaking quantities of wire, cable, central office switching equipment.

It's our job as the manufacturing and supply unit of the Bell System to furnish your Bell telephone company with whatever it may need to give you the good, dependable telephone service you want.

**Western Electric**

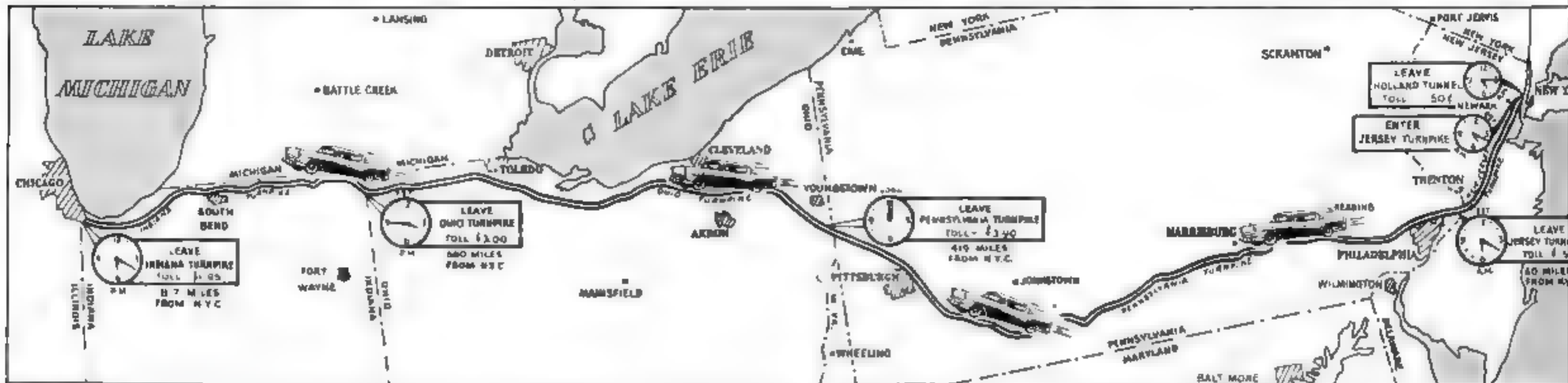


MANUFACTURING AND SUPPLY  
UNIT OF THE BELL SYSTEM



NEW YORK, TUESDAY, DECEMBER 18, 1956

# Drive to Windy City on Turnpikes Now Is



With today's network of high speed turnpikes, Chicago is only 13 hours away for a New York motorist who wants to go west. The turnpike tour from New York to the Windy City is graphically shown above. Follow the dark line, from right to left, and you'll find the key mileage points, the times and the toll costs.



Photo by Ed Ford.

Staff writer Sheldon Binn and photographer Ed Ford study the long straight stretch of Pennsylvania Turnpike.



Staff writer Sheldon Binn looks over a typical section of the gentle curves and inclines of the Pennsylvania Turnpike in the heart of Allegheny Mountains.

Photo by Ed Ford.

## Highway Building Has Come of Age, Quick Trip Shows

By SHELDON BINN,  
Staff Writer.

The highway builders have caught up with the auto makers.

Proof? You can now drive from New York to Chicago without seeing a stop light and without crossing an intersection. You can make the run from city line to city line in 13 or 14 hours.

The trip really points up how much highway building has come of age. In preturnpike days it took the same time to drive to Pittsburgh—and that's only halfway to Chicago.

We know it can be done because we did it. This writer and photographer Ed Ford left New York at 5:20 a.m. and crossed the Chicago city line at 5:20 p.m., exactly 13 hours later.

### Three Stops for Gas.

Had we taken the crack Twentieth Century Limited the trip would have taken 15 hours and 45 minutes, 2 hours and 45 minutes more than our elapsed time. We made 817 miles of turnpike at 63 mph, counting three short stops for gas.

We made the trip via the New Jersey, Pennsylvania, Ohio, and just-completed Indiana turnpikes. We made it comfortably, in door-to-door convenience and more safety than a rush-hour ride up the West Side Highway or on the Grand Central Parkway in Queens.

Tolls amounted to: Holland Tunnel, 50 cents; New Jersey Turnpike, \$1.50; Pennsylvania Turnpike, \$3.90; Ohio Turnpike, \$2.00; and the Indiana Turnpike, \$1.95. The total bill

of \$10.85 was worth every penny of it.

These pikes—and particularly the newer Ohio and Indiana roads—are actually so safe that barring mechanical failure or complete disregard of common sense safety rules a person would have to be hell bent on trouble to have an accident. The builders have engineered out most of the normal hazards.

### Passed at Speed Limit.

The speed limit on the Jersey pike is 60 mph; on the other three it's 65. But if you hold the car right at the limit you'll often find yourself being passed, first by a speeder and then by state police car.

West of Pittsburgh, in the virtually flat countryside of Ohio and Indiana, it takes real will power to keep the car under the limit.

However there was a little gadget on the 1957 Buick Roadmaster we made our trip in which really buttressed our will power. It is aptly named the Safety-Minder. Set it at the speed limit and it buzzes raucously when you go too fast. The buzz as well as your conscience becomes your guide.

Except for the mountains of Pennsylvania, there isn't too



# 3-Hour Breeze

much in the way of scenery and the long hours of sitting and driving are naturally tiring.

## Old Way and New.

But what the pikes have done for the driver can best be shown by comparing the old way with the new.

In preturmpike days you'd have been lucky to get south of Plainfield (27 miles) in the first hour.

It took us an hour in the pre-dawn darkness to go 60 miles from the Holland Tunnel to the Delaware River Bridge, south of Trenton.

Over old U.S. 22 it would take you three hours to complete the 100 miles from the Holland Tunnel to Allentown. It would be a tough, fatiguing drive through narrow streets and gruesome traffic in Easton, Bethlehem and Allentown, Pa. Harrisburg was still two hours away.

In three hours we were crossing the Susquehanna River just south of Harrisburg some 180 miles from New York.

On U.S. 22 the 210-mile drive from Harrisburg to Pittsburgh through the mountains was a real grind. The natural beauty of woods and hills was breathtaking. But so was the driving. For the most part you traveled a two-lane road, hunched over the wheel as you worked your way through the mountains. Before the N. Y. to Pittsburgh run was all over some 12 or 13 hours had elapsed, capped by a traffic-clogged drive through Wilkesburg and the streets of Pittsburgh. There was no way of bypassing.

## Tunnel Slowdown.

We made the Pittsburgh exit of the turnpike, 373 miles, in just under six hours. It was a pleasant drive over graceful curves and gentle grades that never exceed 3 percent (three feet in 100). Only when we passed through the seven tunnels bored through the mountains did we have to slow down.

The rest of the trip, through Ohio and Indiana, was over roads which became straighter and flatter as we headed west. We made Chicago as the last

glimmer of light left the sky.

It was good time. We had made but three short stops to check gas and oil at Harrisburg and just inside the Ohio and Indiana borders. We ate sandwiches we had packed before we left.

## Longer in Summer.

In the summer, when there are more people on the road and you have a back seat full of kids, the trip would take longer. You'd have to lineup for gas at the service areas which are spotted about every 30 miles along the pike system. If you ate at one of the restaurants it would take you an hour.

"Way back when" the trip to Chicago took 23 hours, it usually meant two days of 12-hour driving or more likely three eight-hour days.

The eight-hour stints, moreover, were more fatiguing than a 12-hour run without traffic lights and intersections on turnpikes.

Moving along at 65 mph hour after hour pointed up some special problems you won't find in a normal day's driving on regular roads.

## Rear-End Crashes Common.

At a mile a minute you're covering 88 feet per second. If you're smart, you'll lay well back from the car in front of you.

Keep your eye on the speedometer. No matter how hard you try, you'll sooner or later find yourself speeding up. Out in Ohio where the center marks are at least 57 feet apart and there are no billboards nor telephone poles along the outside shoulder, the realization of speed normally gained by whizzing past a stationary object is lost.

The Pennsylvania Turnpike Commission aptly summed the safe driving problem this way:

"Engineering science . . . can embody in a highway every scientific principle of safety thus far devised by human intellect—but there is absolutely no substitute for the alert common sense of the man behind the wheel."

# Now read the story behind the headlines

As told by New York World-Telegram  
reporter Sheldon Binn

"WHILE I was getting the story I'd planned on the state turnpikes, I stepped right into another big one.

"I found that there's big news in the 1957 Buick. I'd seen pictures of one before, but it's like pictures of your best girl—no photo can do her justice. When you see this beauty close up, you realize how new it is, and how low. Yet it's still a big car in every dimension, with plenty of stretch-out room for six people inside.

'Another thing—we'd expected this trip to be exhausting, but again we got a wonderful surprise. For all its size, Buick handles like a dream—silent and smooth and practically effortless.

"On those terrific turnpikes, we had plenty of perfectly legal samples of Buick's great getaway—so we knew what could be done with 300 horsepower plus Dynaflo. But to appreciate Dynaflo, you've got to drive in traffic, as we did before and after our turnpike trip. That's where you realize that there's more to a transmission than instant getaway response. Dynaflo is *completely* smooth. There's just nothing else like it on the road today.

"To coin a phrase—I could write a book about it. But that would take too much time away from driving a new Buick. And *that* is more rewarding any time."

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# OUR TROUBLED SUNDAY SCHOOLS

Minister attacks 'the most wasted hour in the week' but shows how churches can now use new methods to redeem it

by WESLEY SHRADER

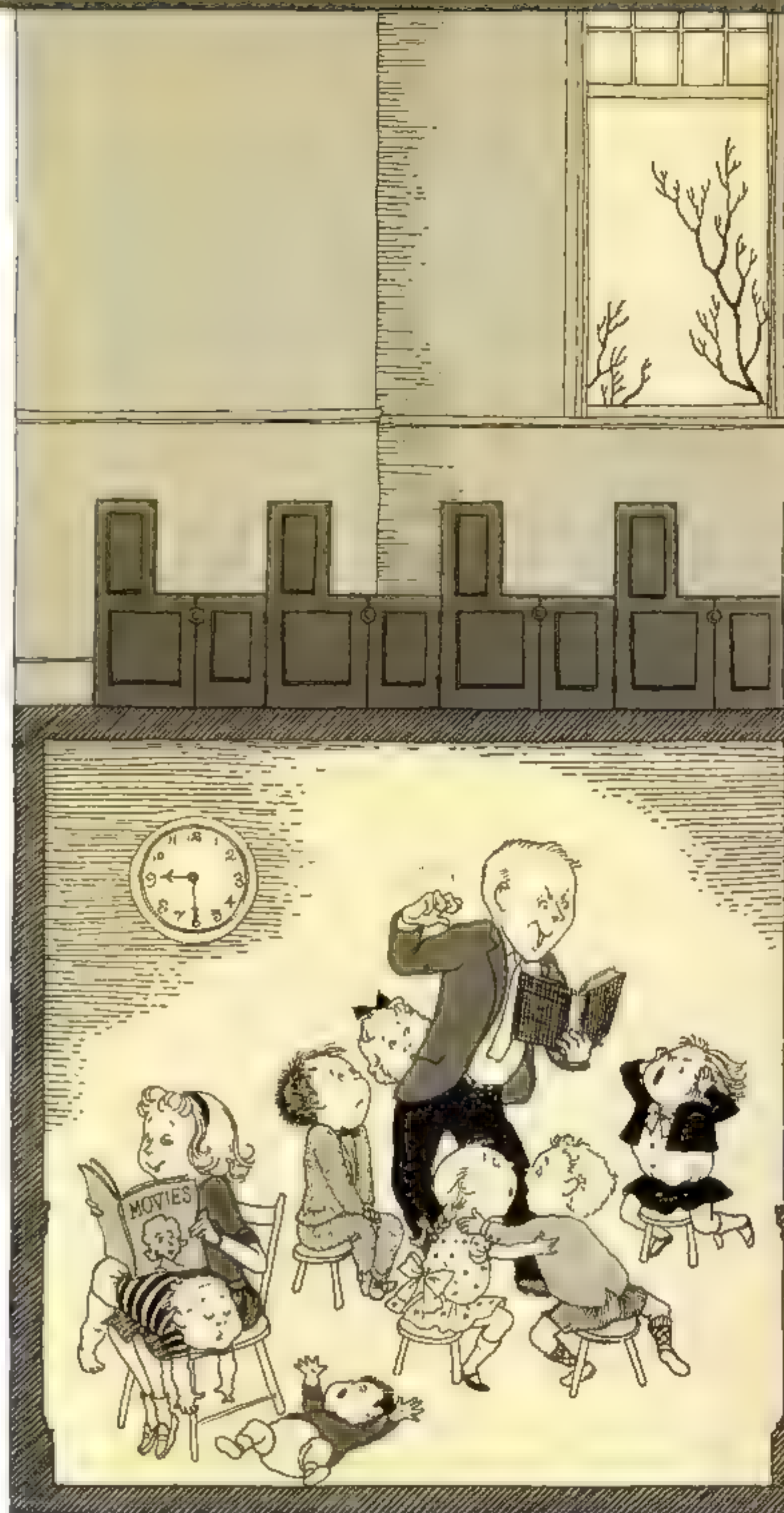
**T**OM'S parents wanted him to have the best of everything. As good Christians, they wanted him to have the best possible religious education to prepare him for useful, lifelong membership in their church. So, like millions of other American parents, they sent him to Sunday school.

One Sunday morning when he was 14 years old, Tom came home and told his parents, "I've had enough. I'll never go to Sunday school again. It's the most wasted hour in the week."

Tom's parents were shocked by this announcement. Because they did not know what to do about it, they hastily called their minister to help straighten out what to them was a serious situation. I was their minister, and I was unable to help either Tom or his unhappy parents. For years the boy had kept his thoughts and feelings about Sunday school to himself. When he finally exploded, he meant what he said and there was no changing his mind. Sunday school was a bore, a waste of time, he got absolutely nothing from it, he was through. Neither my reasoning nor the urging of his parents could sway him.

If Tom had been a weak or childish boy, I would not have been so surprised and disturbed by his decision. Many youngsters his age naturally rebel against everything, including going to school and taking a bath. But Tom was not a childish rebel. He was president of his high-school class, an "A" student, the quarterback of the junior varsity football team. He was alert and responsible. When a boy like this is disgusted with religious education, the implications are clear. The Sunday school itself must have failed, and for Tom this failure might be the beginning of a deep resentment against all things religious.

My failure to win Tom back to religious activities forced me, as a Protestant minister, to become better acquainted with my own Sunday school as well as with a host of other Protestant Sunday schools in various parts of the nation. Ministers are often badly informed about what goes on at the Sunday-school hour, even in their own churches. They are so busy with a multiplicity of parish duties that it is tempting for them to delegate the direction of the church school to others. Often lay people with virtually no training are given the gigantic task of planning



STAIID CHURCHES OFTEN MASK OUTDATED, ROWDY SUNDAY SCHOOLS

and directing the church's program of religious education, simply because professional leadership is scarce.

There is another reason why ministers often have little to do with their Sunday schools. The prevailing idea in many congregations is that the Sunday school is somehow the private domain of the lay people. The minister's advice and leadership are simply not wanted. "Let him look after the parish, we'll look after the Sunday school" is a common attitude.

These were certainly the reasons I knew so little about my own church school, but after hearing Tom's opinions I made up my mind to learn about Sunday schools in America. Was Tom's charge fair? Is it the most wasted hour in the week?

Right away I discovered that a number of people find no fault with Sunday school at all. J. Edgar Hoover, for example, has written a pamphlet in which he suggests that Sunday school is one of the best answers to juvenile delinquency. There are judges who think so highly of Sunday school that they sentence juvenile law-breakers to "attend Sunday school every week for a year." But since no adequate records are kept of the subsequent behavior of





WHERE TEACHERS ACT AS MERE BABY-SITTERS OR TELL SCARY BIBLE STORIES (LEFT), TEACH BY ROTE (CENTER), PERMIT ROCK-AND-ROLL SINGING

these delinquents, nobody knows how much good this does. Finally, impressive statistics are often cited to prove that more children are enrolled in Sunday school today than ever before and that Sunday schools must therefore be excellent. But large enrollment does not necessarily mean high quality. Such endorsements are cheering but scarcely convincing. I decided to ask ministers, parents, educators and pupils what *they* thought.

#### Baby-sitting and horseplay

**T**HE answers I got were convincing and, to anyone who believes in educating children for Christianity, anything but cheering. Although there have been great changes for the better in the past 10 years, the U.S. Protestant Sunday school is often nothing more than a glorified baby-sitting service, or a place where children listen to grotesque stories and memorize verses, or a Sunday morning social hour characterized by a considerable amount of horseplay. Some parents, I know, ask nothing more of Sunday school than that it keep their children occupied and out of the way for

one hour a week. For such parents the American Sunday school is unquestionably fulfilling its function.

But for parents who ask something more of Sunday school—an introduction to Christianity, an education in the life and principles of the church, a preparation for Christian living—there is much cause for dissatisfaction. Margaret M. Morton, a leading New England figure in religious education, summed up the situation in the *Minister's Quarterly* last June: "The chances are the director of religious education faces a job that commands little respect on the part of either church or community, for the reputation of church schools across the country is pretty low. The director knows and the people know that the 'good old Sunday school' broke about as many young Christians as it built."

The shortcomings of Sunday schools affect all age brackets. Providing baby-sitters for pre-school children whose parents desire to attend church is, of course, commendable. But these childhood years are sensitive, impressionable ones. These are the years when attitudes are formed and religious habits are crystallized.





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the smoothest...  
the blades the sharpest...  
the shaves the greatest!



WESLEY SHRADER

## THE AUTHOR

Wesley Shrader, a Baptist minister for 19 years in Lexington, Ky. and Lynchburg, Va., is now an associate professor of pastoral theology at Yale Divinity School. He wrote the article, "Why Ministers Are Breaking Down" (LIFE, Aug. 20, 1956), and the forthcoming book, "Of Men and Angels."

## SUNDAY SCHOOLS CONTINUED

Even for pre-school children religious instruction should be on a high level. Instead it is often left in the hands of untrained high school girls.

In the 6 to 9 age group, storytelling often constitutes the major teaching effort. This in itself is not bad. Some of Christ's greatest teachings were in the form of stories. But it is deplorable when Sunday-school stories distort the Christian faith by giving children a warped conception of the nature of God. I know of a 7-year-old girl who, when asked by her mother what she learned in Sunday school that day, answered, "I learned why Jesus died for us." This had been the teacher's explanation: "Jesus died for us because all of us have done wrong, and we must be brought into court. The Judge, who is God, gives us the sentence we deserve. But Jesus is our lawyer. He not only gets us off free but tells the Judge that He will take our punishment for us. So Jesus died as our substitute, and God, the Judge, was satisfied."

The 7-year-old girl's reaction to this fantasy was justified: "I love Jesus, he's nice, but I don't like that old God."

Another teacher who was having disciplinary troubles dealt with her problem by telling her class the story, in graphic detail, of how God sent bears to eat up the naughty little children who made fun of the prophet Elisha. It is a miracle that children exposed to such distortions of truth survive spiritually.

In the age group from 9 to 12, children have almost outgrown the story stage, so here many Sunday schools put their emphasis on memorization. Of course, memorization is better than nothing—but not very much better. The principle behind this approach is: "If they memorize it and can repeat it, they have learned it." No school of education would support such a definition of learning. In spite of this, Sunday-school teachers and officials point with pride to boys and girls who are able to parrot the names of major Bible characters or recite a few psalms. They do not seem to grasp the fact that mere repetition of material—even Biblical material—means absolutely nothing so far as spiritual development is concerned. Children must be helped to gain insight into religious truth, and they must also be helped to relate what they have learned to their own lives and to the world in which they live.

Disturbing as the situation may look in the younger Sunday-school age groups, it is in the teen-age groups that it most often gets completely out of hand. The constant complaint of teachers is bad discipline: "They laugh and talk and fight while I try to teach the lesson."

## Irreverence, rowdyism, impudence

**P**ARENTS—and many ministers—would be shocked if they walked into some teen-age classes next Sunday morning. They would find irreverence, rowdyism and impudence. One teacher of 15-year-old girls solves the problem of indifference by letting the girls use the class period to discuss dates, fashions and dances. An older man I know meets the discipline problem by encouraging his teen-age students to discuss baseball, football and basketball. Mickey Mantle, Paul Hornung and Bob Cousy become substitutes for St. Peter, St. James and St. John.

CONTINUED

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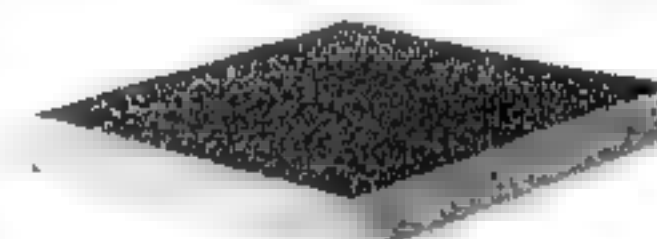
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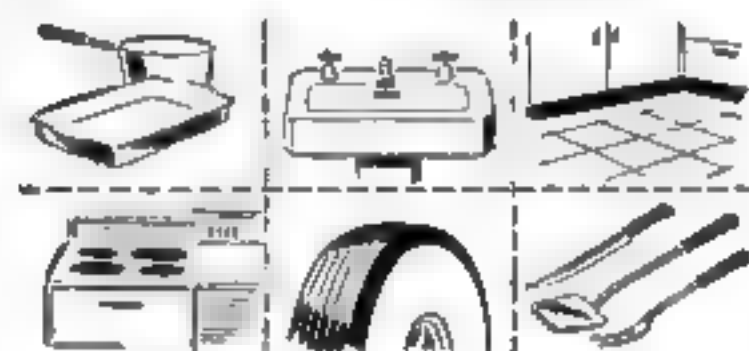


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ACTING OUT BAPTISM, young Sunday-school pupils of Asbury-First Methodist Church in Rochester, N.Y. learn significance of Christian rites.

## SUNDAY SCHOOLS CONTINUED

The fear of losing teen-age attendance is responsible for a number of unfortunate techniques. In one Sunday school lay leaders permit the boys and girls to sing hymns in rock-and-roll rhythm. Hymns such as *Brighten the Corner Where You Are*, *Dwelling in Beulah Land* and *In the Garden* lend themselves remarkably to rock-and-roll treatment. The superintendent of this school explained to me: "Our attendance is greater when we permit the boys and girls to sing what they want to sing, the way they want to sing it. We are trying to hold them for the church." One wonders how firmly such pupils are "held."

A young professor of religion at a girls' college told me that he was disturbed by the inferior preparation young people are getting in our churches. "Students from all over the country enroll in our college," he said, "and they come to us with virtually no knowledge of the Christian faith. Religiously they are in kindergarten. The sad thing is that in most cases these girls have been going to Sunday school since they were in the nursery department."

A former Army chaplain, now the pastor of an outstanding church in Washington, D.C., said, "My experiences during the war have convinced me that our churches are turning out people who are religiously illiterate."

The young superintendent of a Baptist Sunday school in Florida explained to me why he was worrying so much about his school. "My own Sunday-school experience as a growing child was a nightmare. I got nothing from it. It let me down at the most important stage of my life, and I am determined that my children will get a better break."

### College students are critical

I RECENTLY had a chance to discuss Sunday schools with a group of college students who came from all parts of the country. They convinced me that Sunday schools as a whole are *not* better than ever. These were their comments:

A Presbyterian from Lubbock, Texas: "Sunday school was a joke. It meant nothing to me."

A Methodist from Oakland, Calif.: "Sunday school was no joke to me. It warped my thinking about a lot of things."

A Congregationalist from Michigan: "I hated everything about it and I would never have gone if my parents hadn't forced me."

An Episcopalian from Ohio: "Sunday school did not warp or hurt me as far as I know. I didn't learn anything about religion but I had a good time. We did a lot of necking on Sunday-school parties."

A Lutheran from the Midwest: "I was forced to memorize the catechism, but I wasn't allowed to ask any questions. It was all cut and dried. To deviate one inch from 'the hne' was heresy."

CONTINUED



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## SUNDAY SCHOOLS CONTINUED

All this evidence brought me to reconsider the problem of Tom and his aversion to religious education. I realized that it was not surprising that our Sunday school had lost him. It was surprising that we had not lost such an alert, sincere boy long ago.

There is nothing wrong with the objectives of our Sunday schools. These were written by Professor Paul Vieth and formally adopted in 1930 by the International Council of Religious Education. Most ministers and parents would agree that they are still valid. According to these objectives, Sunday school exists:

1. To foster in growing persons a consciousness of God as a reality in human experience, and a sense of personal relationship to Him.
2. To develop in growing persons such an understanding and appreciation of the personality, life and teachings of Jesus as will lead to experience of Him as Saviour and Lord, loyalty to Him and His cause, and manifest itself in daily life and conduct.
3. To foster in growing persons a progressive and continuous development of Christlike character.
4. To develop in growing persons the ability and disposition to participate in and contribute constructively to the building of a social order throughout the world, embodying the ideal of the fatherhood of God and the brotherhood of man.
5. To develop in growing persons the ability and disposition to participate in the organized society of Christians—the Church.
6. To develop in growing persons an appreciation of the meaning and importance of the Christian family, and the ability and disposition to participate in and contribute constructively to the life of this primary social group.
7. To lead growing persons into a Christian interpretation of life and the universe; the ability to see in it God's purpose and plan; a life philosophy built on this interpretation.
8. To effect in growing persons the assimilation of the best religious experience of the race, pre-eminently recorded in the Bible, as effective guidance to present experience.

These objectives will be reviewed next week in Cincinnati at a meeting of the Division of Christian Education of the National Council of Churches, but the basic aims of the Sunday schools are expected to stay the same. The difficulty is that so many of our Sunday schools do not even begin to live up to these ideals. In fact, many Sunday schools have failed so badly that some people have lost all faith in them. These people believe that the only way religion can be taught is through the public schools, including it in the curriculum just like algebra or chemistry. But the Supreme Court has ruled that the use of public school property in the teaching of religion is unconstitutional.

### The 'released time' plan

SINCE the Supreme Court's decision, advocates of public school participation in religious education have recommended the "released time" plan. Under this arrangement pupils who have the written consent of their parents are released from school at a specified time each week and go to their respective churches, where they are instructed by their own minister or by some other qualified teacher of religion. The amount of time given to such a project varies from community to community. The Supreme Court has ruled that the released time plan is constitutional, "provided public property is not used for the instruction of children in religious subjects." Councils of churches in a number of states now sponsor such education. New York and Virginia appear to have superior programs.

Other persons who take a pessimistic view of what the Sunday school is and what it can achieve are now thinking in terms of an extended program of Protestant parochial education. Believing that the Sunday school cannot fulfill its mission, they say that parochial education, patterned after that of the Roman Catholic Church, is the only answer.

CONTINUED




Don't miss Warner's television FASHION SHOW—a 60-minute preview of Spring's outstanding new fashions, NBC-TV, in color and black-and-white, Saturday, March 2nd. Consult your local newspaper listing.



*Sonnet*

**STA-FLAT<sup>®</sup>**  
by  
**WARNER'S<sup>®</sup>**

\* Sta-Flat's lightweight springlets  pocketed in the front panel, give never-before control with comfort! Now in over 20 Warner styles.

*Away with pinpoint pokes against the torso,  
Nor choose between sweet comfort, and control!  
The knell has tolled for woman's bulge and roll;  
Have comfort with control that's even more so—  
Now—by Warner's, at your favorite store! So  
See! The circular springlets<sup>®</sup> reach the goal:  
Flexible as woman's very soul—  
To bend, to breathe, to sit, to come and go . . .*

*Sing out the name that firms but gives not pain  
(If not you, then this shall hold her waist):  
STA-FLAT—patented, not ever seen before.  
These lovely rings that sprang from science's brain  
And, wed with art, remake us! Sweet, make haste,  
And ask for STA FLAT at your nearest store!*



# Which new RCA Victor radio is best for you?



**SWEET AND LOW-PRICED TABLE MODEL**  
Your friends will think you paid twice what you did for the Lyons. "Golden Throat" tone delivers big set sound. Printed circuits add new dependability. Black, antique white, green, pink. (8X5) \$21.95 In maroon, (8X51) \$19.95



**TABLE MODEL WITH VOLUME AS YOU LIKE IT**  
Smart radio! Unique push-pull, on-off knob lets you pre-set volume. And listen! The sound is lifelike—RCA Victor's fabulous "Golden Throat" tone. Dial light. The Burgess comes in charcoal, antique white, yellow, pink. (8X6) \$24.95



**CLOCK-RADIO WAKES YOU GENTLY—TO MUSIC**  
Pleasantest way to rise and shine. The *Dreamette* with "Golden Throat" tone turns itself on to your favorite morning program—at pre-set volume. Antique white, pink, Dresden blue, black. (8C5) \$29.95 In maroon, (8C51) \$27.95



**CLOCK-RADIO THAT WHISPERS—THEN YELLS**  
Drowse off to sleep with music. The *Palomar* turns itself off at a pre-set time—then awakens you to music the next morning. Buzzer sounds if you don't get up. Dial light. Turquoise, oyster white, charcoal, yellow. (8C6) \$34.95

**RCA VICTOR**  
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Manufacturers' nationally advertised list prices. Subject to change. Slightly higher for West and South. Most models also available in Canada.



**PROTESTANT PAROCHIAL SCHOOL** is one way churches try to assure proper religious education. Here students attend chapel at New York's Grace Church School, which is run by Episcopalians for all denominations.

## SUNDAY SCHOOLS CONTINUED

For most parents and clergymen, however, neither released time nor parochial education is the solution. They still hope that the Sunday school, so long with us and so abused in so many different ways, may yet serve the needs of our growing children. Four clergymen have recently emerged as modern champions of this conviction. They are Randolph C. Miller, Episcopalian, whose book, *Education for Christian Living*, may become a classic in the field of Christian education; James D. Smart, Presbyterian, author of *The Teaching Ministry of the Church*; Lewis J. Sherrill, Presbyterian, author of *The Gift of Power*; and Wesner Fallaw, Congregationalist, who wrote *The Modern Parent and the Teaching Church*. Although they do not agree in all respects, their combined contributions suggest a four-point program that would go far toward revitalizing our Sunday schools:

**Strengthen the curriculum.** Thousands of Sunday schools now use "packaged" lessons consisting mainly of Bible stories delivered with no concern for the chronology of events or their relation to modern life. The new approach retains the Bible as the core of the curriculum but also requires interesting textbooks carefully graded for every age from the nursery through high school. Theology, church history and Christian ethics are taught along with the Bible. Above all, the curriculum is planned rather than haphazard.

**Get trained professional leaders.** On seminary campuses one often hears that only inferior students major in religious education. Local churches encourage this misconception by applying a double standard to their church staffs. The minister of education is frequently considered far less important than other trained staff members. Only by respecting the value of educational work will churches get the leadership they need.

**Train the lay teachers.** Countless Sunday-school teachers know as little about the Bible, the church and Christian doctrine and ethics as their pupils do. No rare, special qualities are needed to teach Sunday school. Lay people with average ability and intelligence can become effective teachers if they are properly trained. It is important to realize this training can be given within the framework of the local church.

**Make the home a part of the Sunday school.** One hour a week on Sunday morning is not very much time for religious education, but this hour can be made vastly more effective if it is supplemented in the home. But for the home to become a center of religious education parents must do some hard work



*You're sure to "have a ball" with this*  
**real thirst-quencher !**

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● Biggest wing-ding of the semester—or just Saturday night in the rumpus room—a party is fun! And where there's fun, 7-Up is right in step. It's so lively and sparkling! Happens to be the best thirst-quencher there is, too. When you finish a bottle of 7-Up, there's no come back thirst . . . no sticky taste in your mouth to bother you. Ask 7-Up to your party! Everybody will be glad you did!



*"Fresh up"  
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Seven-Up!*

**Nothing *does it* like Seven-Up!**



Here's why you should join the millions who use

# ONLY GLEEM — the toothpaste for people who can't brush after every meal



JUST ONE BRUSHING  
destroys decay- and  
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MOUTH BACTERIA,  
CHIEF CAUSE OF DECAY, BUILD UP  
OVERNIGHT LIKE THIS



AFTER ONE GLEEM BRUSHING,  
UP TO 90% OF THESE BACTERIA  
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Can you—or your family—always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just *one* Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay . . . and protects most people against mouth odor *all day*. You'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. That's why so many families use *only* Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.



ONLY GLEEM  
has GL-70  
to fight decay!





SUNDAY BREAKFAST precedes class at Ohio's Lakewood Presbyterian Church, which has a model school program. Students stand for grace.

## SUNDAY SCHOOLS CONTINUED

They must set aside regular time during the week for discussion. The problem of TV must be faced and overcome. The churches must provide more educational material and the parents must use it. The parents must themselves be teachers, and they must know enough to be able to teach. To accomplish this they must be willing to attend teacher-training classes provided by the churches. All this is a lot to ask of parents, and only they can decide whether or not they care this much about bringing up their children as informed Christians.

Hard-bitten skeptics—those who are convinced that the Sunday school is hopeless—say that this program is idealistic but totally impractical. They are wrong. The program can already be seen at work on a practical basis, notably in the Episcopal and Presbyterian (Northern) churches. Against serious opposition, both of these denominations have been making radical changes in their approach to religious education.

Both denominations have completely revised their curriculums, throwing out old methods and preparing new textbooks and teaching aids, all of which are carefully pretested before they are made available to individual churches. The Episcopal Church has devised a teaching team consisting of a theologian, a psychologist and other experts in the field. This team visits different parts of the country, instructing ministers in the new methods and materials. Similar teams visit individual dioceses to discuss the program with laymen and to encourage them to extend Sunday-school training into the home. As a result of this combined work, 38% of Episcopal Sunday schools have adopted the new curriculum.

### An answer for skeptics

INDIVIDUAL churches in all denominations are proving to the skeptics that Sunday schools are not hopeless. I would like to cite three churches, different from one another in every way, where radical improvements in the Sunday school have been achieved through new methods.

A few years ago the Lakewood Presbyterian Church in Lakewood, Ohio was "just another church," doing the typical, mediocre job in religious education. Today it is an inspiring symbol of Protestantism at its best. Parents, teachers and clergy got together under the leadership of Dr. L. Wilson Kilgore, their minister. Antiquated methods and inferior curriculum materials were discarded. More important than improved methods and materials was the enthusiastic spirit of the members, especially young parents with small children. Today, in order to care for all those who have enrolled, two sessions of the Sunday school are held each Sunday morning. Trained, interested young parents constitute the bulk of the volunteer teaching force.

The Myers Park Baptist Church in Charlotte, N.C. has a membership of 1,650 and buildings worth \$2 million. It could serve as a model for other large churches with adequate financial

CONTINUED

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Buckl-Back Slacks  
in Polished Cottons  
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**GOLD STRIKES®**

Best Boys' Jeans Made

Farah's popular new fabrics and styling bring good looks, long life, unrivalled value, easy care to casual wear. For big brother, dad, and little brother.

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SLIMLINE WALLETS

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**MUSCLES  
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**GUARANTEED RELIEF!**  
For miserable muscle soreness or simple neuralgic pains, get fast relief with NEURABALM! A penetrating, soothing liniment-antiseptic. That's NEURABALM!

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**MEXICAN  
FLAVOR**

- Use the original chili powder. It was the first.
- Only Gebhardt's is made from imported Mexican ancho-chili pods.
- Goes twice as far—fresh ground flavor sealed in glass.



**Gebhardt's**  
CHILI POWDER

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**GOT A COLD?  
NOTHING WORKS LIKE**

**MENTHOL**

**TO BRING  
YOU FAST  
RELIEF**



Unlike "candy" cough drops, Luden's Medication actually works to clear up your nose, soothe your throat. Get this fast, medicated relief TODAY!



More People Rely On Luden's Than Any Other Cough Drop



**CAN'T STAY IN BED WITH A COLD...**



**NOW GET UP AND STILL GET...**



**Only SUPER ANAHIST®** With Vitamin C Goes To Work Instantly Against Cold Misery—Even of VIRUS COLD—With This Exclusive Compound of 5 Wonder Drugs Prescribed by Doctors!

Naturally, it's best to stay in bed with a cold.

But, if you can't, now you can get up and still get 5 important stay-in-bed benefits.

Because 5 cold-fighting wonder drugs prescribed by doctors are now exclusively combined in each SUPER ANAHIST Tablet!

SUPER ANAHIST goes to work instantly against VIRUS COLD MISERY.

1—Reduces fever! 2—Relieves sneezes, sniffles! 3—Eases muscular aches and pains! 4—Makes you feel good again, fast! 5—Helps you resist dangerous aftereffects... even of virus colds!

So, if you can't stay in bed with a cold, even a virus cold, get SUPER ANAHIST Tablets. Save with the economical family-size package. (Also available in Canada.)

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And on Nasal Spray, Cough Syrup, Chest Rub or Throat Lozenges—the name SUPER ANAHIST means "Best Medicine for Cold's Distress"

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What Bestform doesn't know about women (their figures... and how they figure) isn't worth knowing. And it shows. In the finer fit. In the better quality. In the surprisingly low prices of Bestform's girdles, bras, all-in-ones. Ask for Bestform at your favorite stores everywhere—you couldn't ask for a nicer figure!

**BESTFORM**



WELL-TRAINED PARENTS attend night classes at The Church of The Saviour in Washington, D.C., studying to qualify as Sunday-school teachers.

## SUNDAY SCHOOLS CONTINUED

resources. Over a period of years the Myers Park church has developed an amazing program of church-family religious education. Everything this church sponsors is "family-centered." The classwork done by the children on Sunday morning is extended into the homes during the week, with parents assuming the role of weekday teachers of religion. Sunday-school graduation and commencement at the end of the 12th year is the biggest annual event in the life of the church. To honor students graduating from the high school department, the congregation makes attractive awards including summer scholarships in religious education and music. The Myers Park church is demonstrating that religious education through the Sunday school need not be dull or harmful. It can be a child's most formative experience.

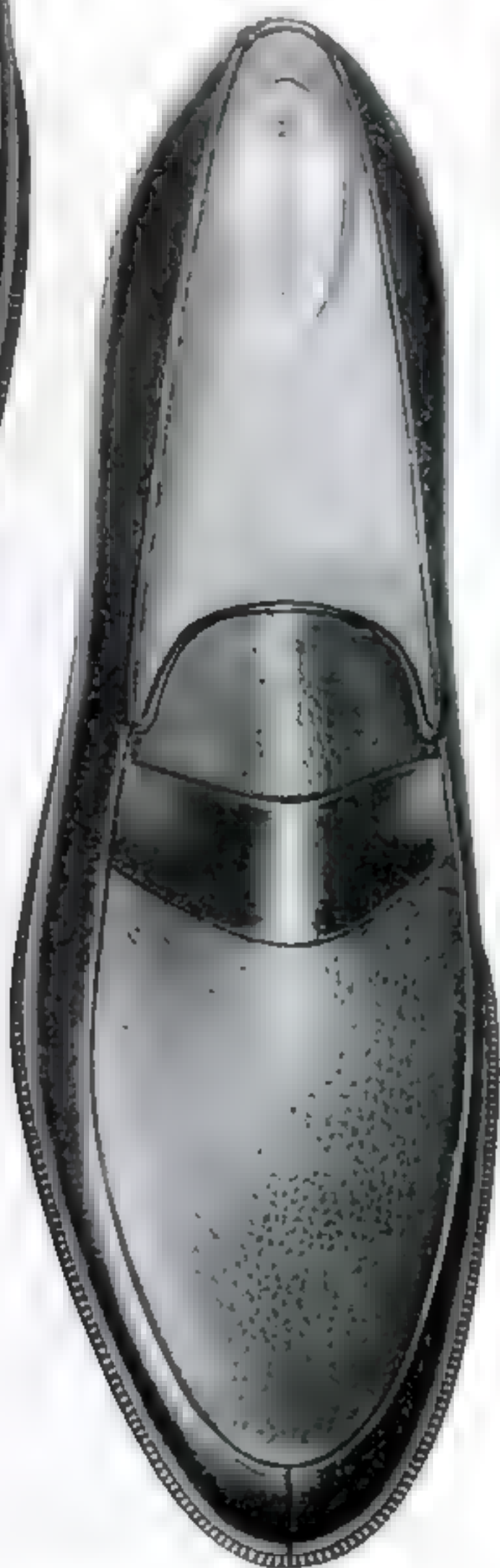
The third church that has broken with a frozen tradition and is now supporting a vigorous program of religious education is The Church of The Saviour in Washington, D.C. This church could serve as a model for all the small, struggling churches that cannot afford expensive materials. The Church of The Saviour has fewer than 100 members. The Reverend Mr. Gordon Cosby is the only minister on the church staff. There are no wealthy church members and the congregation does not even own a church building. Services and classes are held in a large stone-front house in northwest Washington. In spite of these apparent handicaps, Professor D. Elton Trueblood, a leading Protestant writer on religion, has referred to this church as "one of the most dynamic religious movements in the United States." Catherine Marshall, author of *A Man Called Peter*, said to me, "The Church of The Saviour is sponsoring one of the most effective programs of Christian education that I have ever seen in any local church."

### Three-year training for teachers

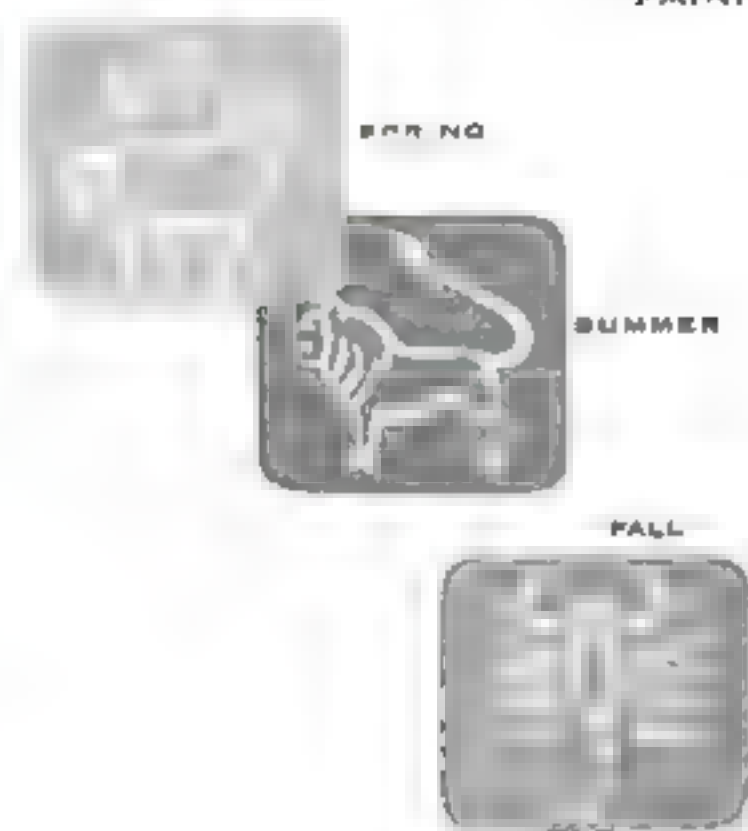
**T**WO things combine to make this church the spiritual power it is: a dedicated membership and a remarkable, year-round program of Christian education. Classes for children under high-school age are held each Sunday morning, but these classes cannot be taught by just anybody who will take a class. Teachers are given three years of intensive instruction in the church's week-night educational program. Ninety-minute classes are conducted in the New Testament, Old Testament, Christian Doctrine, Church History and Christian Ethics. All members of the church take this three-year period of instruction. They do this not only for the sake of their own spiritual development but also in order that they may be able to assume responsible positions of leadership in the larger educational program of the church. In this church no child will ever be taught by a frantic, unprepared Sunday-school teacher.

These three churches—and others like them—are demonstrating the vitality of Christian education through the Sunday school.





THREE  
SEASONS  
WEAR  
IN  
EVERY  
PAIR



## FLORSHEIM *presents the* SLIM LOOK

THE SENSATIONALLY NEW STYLE  
THAT CHANGES THE FOOT PRINT OF THE NATION!

Lean, clean; slimmer, sleeker! That's the *new* look in shoes—  
and, as always, Florsheim leads the way!  
In step with the slim look in clothing; the lower, lighter,  
more flexible trend in shoes. And, best of all, they're  
Florsheim "Three-Season" styles—the shoes correct for you  
now and right through November.



Left: The MONITOR—21002,  
black walnut calf slip-on;  
piped front.

Center: The DABBY—29002,  
turned front strap slip-on  
in smooth calf and imported Morocco.

Right: The BELVEDERE 21001;  
all-over walnut calf long-tongue  
slip-on; flexible construction.

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THE FLORSHEIM SHOE COMPANY • CHICAGO 6 • MAKERS OF FINE SHOES FOR MEN AND WOMEN





## NOW YOU SEE IT?

You have to look everywhere at once to see through the magician's distracting sleight of hand. Yet a lot of everyday seeing is no easier . . .

Driving, for example, when you have to watch the road, and signs, and lights . . . as well as cars ahead, behind, and beside you.

It's so important today to see clearly, *and quickly* . . . and to see your optometrist or ophthalmologist for the regular professional examinations that help us keep our changing vision up to date.

*Presented as a public service, in the interest of better vision, by Shuron Optical Company, Inc., Geneva, N. Y.—world's largest organization devoted exclusively to serving the ophthalmologist, optometrist and optician with finest quality ophthalmic materials.*



Our friends in the ophthalmic professions will recognize the magician in white, and the handkerchief in red, as an application of the Gestalt figure-ground studies in visual perception.

**GOOD VISUAL CARE DOESN'T COST...IT PAYS!**

©1957 Shuron Optical Co., Inc.

## SUNDAY SCHOOLS CONTINUED

No rock-and-roll programs are needed to attract and sustain the interest of the young people in these church classes. Any parent could send his children to such a Sunday school with confidence that they would be informed rather than misinformed, helped rather than hurt.

What happened in these churches can happen in any church in America, large or small, rich or poor, provided someone cares enough and is willing to act. Ministers must stand up in their pulpits and tell their congregations exactly what is wrong with their feeble programs of religious education. They must make specific recommendations and call for thorough surveys of every department in their schools.

Sunday schools cannot be saved without the help of informed and aroused parents. Parents who are fed up with third-rate religious instruction for their children must act. By careful study of what other alert churches have done, they can learn about the new methods and materials now available. Talks before various groups within the church will help get action. If necessary, the parents should go to their church's official board and let it know what they want. In most churches the official board is composed of older men who see nothing wrong with "the way it used to be done" and who want nothing more than to let things stay as they are. But if sermons are preached, if surveys are made, if energetic committees are formed, all in a spirit of Christian concern, young parents are likely to find these boards cooperative.

The various denominational headquarters can tell interested congregations about the new methods and materials. If the Sunday-school situation is to be cleaned up, it must be done not by high ecclesiastical officials but by the committed members of individual churches. It must be done at the local level or it will never be done.

The philosopher Alfred North Whitehead once wrote: "The vitality of religion is shown by the way in which the religious spirit has survived the ordeal of religious education." Religious instruction is often an ordeal today, but it need not be. It can be one of life's great experiences. The most wasted hour can become for our children the most meaningful hour of the week.



**FAMILY PARTICIPATION** is key to religious training, author says. At Myers Park Baptist Church in Charlotte, N.C. (*above*) parents and children supplement church and Sunday school with religious education at home.



*Hungry feelin'? Start peelin'!*

# HAVABANANA!



**Bananas . . . wholesome—and then some!**



**Bananas and Cereal.** Just about anybody's favorite breakfast, and such a wholesome way to start the day: Cereal teamed with sliced bananas . . . and pass the cream and sugar, please!



**Banana Susan.** Ask any teen-ager—bananas and ice cream were born for each other! Slice a banana in half lengthwise, then crosswise, for "petals"; center with ice cream, top with sauce.

I'm Chiquita Banana and I've come to say  
Bananas are delicious any time of day!  
When you slice 'em on cereal they're pure delight  
And such a healthy way to start the morning right!  
They can go to school in lunches,  
Go to picnics in a pie — aye!  
Mothers everywhere have blessed 'em —  
It's so easy to digest 'em!  
There's a hundred ways to fix 'em  
You can broil 'em, bake 'em, mix 'em  
In a puddin' —  
But any way you eat bananas  
Is sure to be a good 'un!

*To be sung to the tune of Chiquita Banana*



**UNITED FRUIT  
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# LOOK!

## New boldly modern



# LOOK

## again! Only '57 Fords

**NEW Styleside Pickup bodies**, standard at no extra cost. America's biggest pickup bodies! Wider with rugged all-steel box-section corner reinforcements and recessed taillights. Side loading's far easier.

**NEW Driverized cabs!** They're completely new—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panels!

**NEW hydraulic clutch**, standard in all models from Pickups to Tandems. Easier to operate—works like hydraulic brakes. Clutch and brake pedals are modern suspended-type for extra driving ease!

**NEW riding comfort!** Completely redesigned suspension, with new-type, softer-acting, rubber-cushioned springs . . . big, roomy cab, improved visibility . . . give you riding and handling ease that's mighty close to that of a modern passenger car.

**NEW power advances!** New higher horsepower, new freer breathing, new higher compression. New advancements from camshafts to carburetors! Only Ford offers modern Short Stroke design engine—V-8 or Six.

**NEW Super Filter air cleaner** stops 90% of the dirt that would get through ordinary cleaners. Element can be re-used many times—just tap it on a firm surface to clean it!



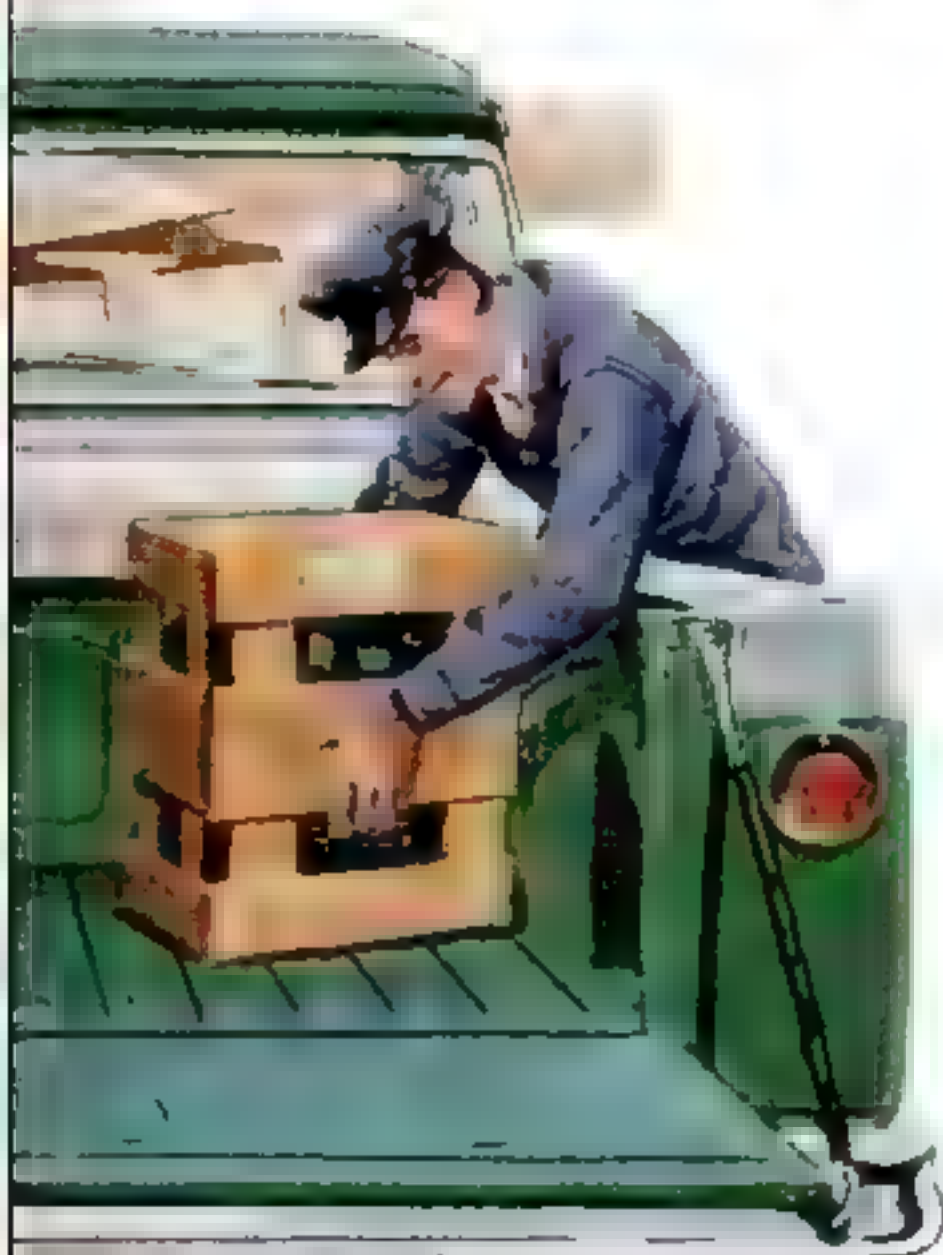


# Ford Pickups for '57



New Ford Pickup with Styleside body standard at no extra cost. Half-ton models are available in both 6½- and 8-ft. lengths. Two Flareside bodies also available. Choice of five ½-ton Ford Pickups, including the Ranchero (upper left).

## give you all these modern features



The boldly modern styling you see in the new Ford Pickups just hints at how deep-down modern they really are.

Take Ford's new smart-looking Styleside body—*standard at no extra cost*. Its fresh new design is functional—provides easier side-loading . . . gives you the biggest pickup body in the half-ton field. Beneath this sleek exterior is a deep-down newness that runs throughout the entire truck. Engines, for example, have higher horsepower, higher compression, new carburetion, plus many other engine refine-

ments. And only Ford offers you the economy of modern Short Stroke design—Six or V-8. Ford's new suspension and completely new Driverized Cab give you a ride mighty close to that of a passenger car. Completely new Driverized Cabs are roomier, stronger, more comfortable than ever. And for chassis durability there's a new stronger frame, new sturdier axles and new, higher capacity springs.

See the handsome new 1957 Ford Pickups at your Ford Dealers today. They're so modern you've just got to see what they can do!

**For '57 and the years ahead-**

**FORD TRUCKS COST LESS**

**...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!**



## Whiskey Sour, anyone?

**B**BETTER say "yes!"

Because these whiskey sours are mighty special!

One is made with world-famous 100 proof bonded Old Taylor—so rich, so mellow, so deeply satisfying.

The other—Old Taylor 86—gives you full enjoyment of true bourbon flavor in lighter, milder, lower-priced 86 proof—lightest *fine* bourbon made.

Now see what a choice you have!

For deeper, richer, 100 proof flavor, use bonded Old Taylor. For the *same quality* in lighter, milder, lower-priced 86 proof, choose Old Taylor 86. Never did such rare bourbon come to you so light and mild!

Never forget—the tastiest drinks are Old Taylor-Made!



100 PROOF  
Bottled in Bond

86 PROOF  
Lighter, lower-priced

# OLD TAYLOR

*"The Noblest Bourbon of Them All"*

KENTUCKY STRAIGHT BOURBON WHISKIES • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY • DIVISION OF NATIONAL DISTILLERS PRODUCTS CORP.







# Three Ring Benefit



BACKSTAGE Mrs. Cornelius Vanderbilt Whitney instructs the maid she brought along.

## CROWDS SEE STYLES, STARS AND SOCIETY

In an extravagant intermingling of Park Avenue, Seventh Avenue and Broadway the biggest and most glamorous fashion show in the world took place in New York last week. The 13th annual March of Dimes show, held in the ballroom of the Waldorf-Astoria Hotel, drew a capacity crowd of more than 1,500 who came as much to see the glittering array of performers as the brand new clothes displayed.

Socially prominent families not only lent their names to the benefit but were also on hand to take part in it (left). Stars from television, Hollywood and 11 Broadway shows appeared. One hundred and forty-five models, professional and amateur, paraded in half a million dollars' worth of clothes, jewels and furs. After the two-hour show the onlookers were happily sated, a good number of new styles had been launched and the multiple paralysis fund had a tidy \$68,000 extra in its till.

ON STAGE Mrs. Whitney shows Tina Leser paper at Ringside seats in ballroom of S. A.





DRESSING ROOM where 100 professional models got ready was clutter of clothes, make up tables.



SOCIALLY designer, Mrs. Orson Muma, waits to model own creation, lace and satin gown



SINGER EDITH ADAMS OF SHOW "I'LL SING"



MODEL Elsa Maxwell, who had three costume changes, shows Martier-Raymond cocktail coat.





ACTRESS Rita Gam is eyed by mad-hatted model as she pulls on long white kid gloves which were worn with an elaborate \$850 evening gown and coat.



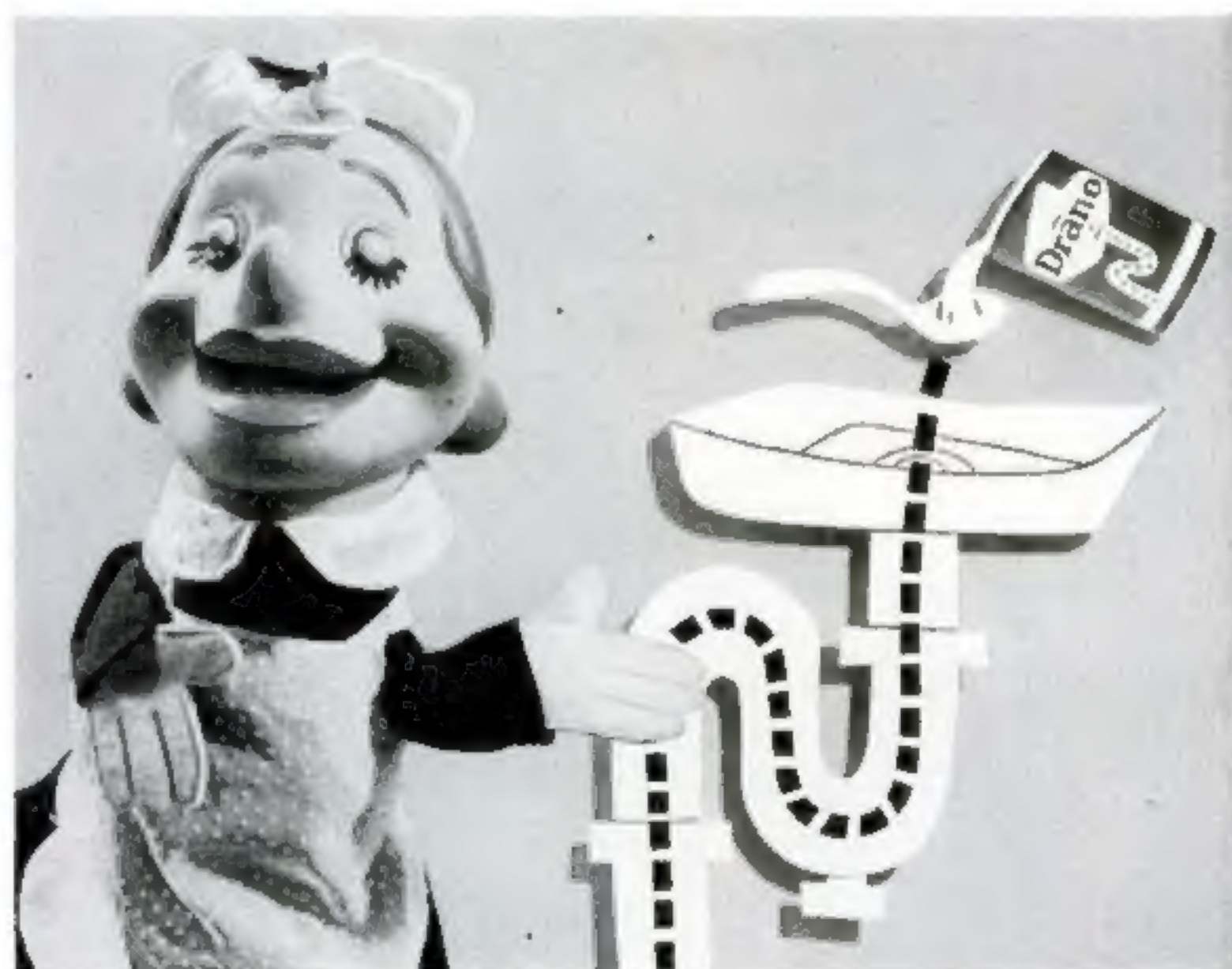
HAD PERSONAL HAIRDRESSER. SHE MODELED BEACH COAT, SWIMSUIT



STARS, Arlene Dahl and Fernando Lamas, were cast as mythical king and queen. Her costume is by Martha, his is from the hit show, *Happy Hunting*.



Why risk the chance of messy plumbing troubles...



When Drāno once a week keeps drains trouble-free!

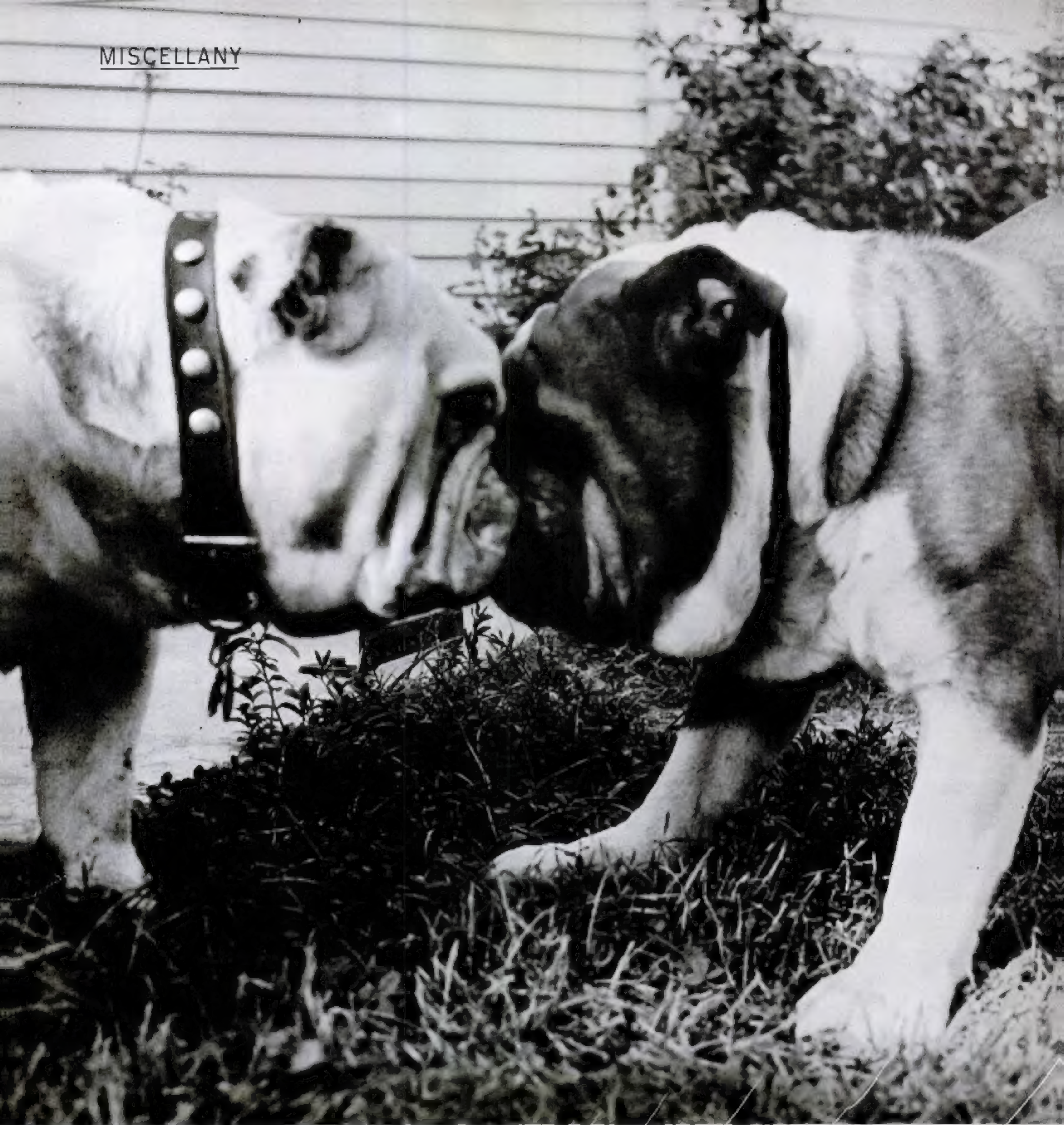
Drāno's boiling, churning action scours drains clean in a matter of minutes—keeps drains trouble-free and sanitary. Perfectly harmless to plumbing. Makes septic tanks work even better! So avoid messy (and maybe costly) plumbing troubles by using Drāno once a week in every drain. Also available in Canada.

Drāno® opens clogged drains fast!



PRODUCT OF THE DRACEY COMPANY, CINCINNATI, OHIO





## A JOINING OF JOWLS

Over the canine centuries the bulldog's pugnacious jowls and rocklike stance have made him a symbol of stubbornness. It turns out that the bulldog shows his unrelenting determination even in dealings with other bulldogs, including relatives.

Mel and Rip are bulldog brothers owned by brothers—Mel by Barrett Van Dyke and Rip by Paul Van Dyke of Plainville, Kans. The Van Dykes live in separate houses and each dog by

himself is gentle and slobberingly affable. But at a recent Van Dyke family gathering the two dogs came together over a choice bone. Rumbling menacingly, Mel and Rip moved up for a glowering eye-to-eye, jowl-to-jowl confrontation. Barrett's wife June snapped a picture and then skittered away as the fight began. Since then, bowing to bulldog intransigence, the Van Dykes have carefully kept the brothers out of each other's way.





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